



Just about three hundred
years ago,

Old Tom Tusser said:

"At Christmas play and
Make good cheer, for
Christmas comes but
Once a year."

We agree with him.

The Bartlett-Collins Co.



AT THIS time of year it gives us great pleasure to extend to our friends in the trade the Compliments of the Season and express our appreciation of the generous manner in which they have recognized our efforts to produce lines of the best quality of ware of its kind on the market.

MORIMURA BROS., Inc.
53-57 WEST 23rd STREET, NEW YORK



"PRINCESS" SHAPE

"A Thing of Beauty Is a Joy Forever"



New Noritake Dinner and Short Lines for 1935 now ready;
also Fancy China and Pottery.

MORIMURA BROS., Inc.
53-57 WEST 23rd STREET, NEW YORK

Theodore Haviland & Co.

INCORPORATED

26 WEST TWENTY-THIRD STREET
NEW YORK, N. Y.



Distinctive Dinner and Fancy Ware
in New York Stock



La Porcelaine Theo. Haviland

LIMOGES, FRANCE

FRENCH DINNERWARE



Booths, Limited

TUNSTALL, ENGLAND

ENGLISH DINNER AND FANCY WARE



La Grande Maison

QUIMPER, FRANCE

THE ORIGINAL WARE—MADE SINCE 1420



John Maddock & Sons, Ltd.

BURSLEM, ENGLAND

ENGLISH DINNERWARE



Introducing
The "BERKELEY"

The picture tells the story of sweeping lines, graceful shapes, in a petal motif. Definitely neo-classic. Open stock dinnerware and fancy pieces. Designed exclusively for Ebeling & Reuss, Inc. Fully protected by copyright.

"We do not solicit cut-price outlets"

EBELING & REUSS

INCORPORATED
ESTABLISHED 1886

NEW YORK:
EMPIRE STATE BUILDING



PHILADELPHIA:
707 CHESTNUT STREET

See New Wares for 1935 First in Pittsburgh

Pittsburgh's Annual Glass and Pottery Exhibit opening January 7 will present to the trade a greater collection of new wares in pottery and glass than elsewhere.

Domestic manufacturers have been delayed in preparation of new wares for 1935 and they plan to show scores of items for the first time on January 7.

The veteran buyer knows the value of the Pittsburgh Exhibit, at which are displayed leading lines from domestic manufacturers. Lines that fit every need and price range.

Many producers exhibit nowhere else but Pittsburgh.

JANUARY 7 to 15

Special round trip railroad rates are available on certificate plan for members of the Western Glass & Pottery Association and Associated Glass & Pottery Manufacturers. Ask about it!

ASSOCIATED GLASS AND POTTERY MANUFACTURERS

Century Building, Pittsburgh, Pa.

EXHIBIT HEADQUARTERS AT FORT PITT HOTEL

For **1935**

**The Homer Laughlin China Company
will introduce
A New Vogue in Dinnerware**

Another worthy addition to the impressive record of new feature lines introduced by this Company. Each year brings its new line, which builds progressively on our past year's best-selling developments.

1930	. . .	Wells Art Glaze
1931	. . .	Century Vellum Glaze
1932	. . .	Virginia Rose Platinum Patterns
1933	. . .	OvenServe
1934	. . .	Craftsman Dinnerware
1935	. . .	To be shown

All the above lines will be displayed in new treatments and new patterns. The first 1935 Showing will be:

Gold Room :: Lobby Floor :: Fort Pitt Hotel :: Pittsburgh, Pa.
January 7th. to 15th.

THE HOMER LAUGHLIN CHINA COMPANY, NEWELL, WEST VIRGINIA

**Merry
Christmas!!**



**Prosperous
New Year!!**



DECORATION No. 4326
DRESDEN FLOWERS

We consider this the best of all decorations on the "Dresden" order. The drawing and coloring of the sprays are true to style and the gold tracing appropriate. The shapes were especially designed for this pattern. Handles gold traced.

We carry a complete assortment of this decoration in stock, and can supply requirements promptly on receipt of order.

PAUL A. STRAUB & CO.

INCORPORATED

105-107 FIFTH AVENUE

AT 18th STREET

NEW YORK CITY

FRANCISCAN + + POTTERY MADE + OF + QUALINITE

THE PRE-EMINENT CERAMIC ACHIEVEMENT WITH
MANY PRACTICAL AND ARTISTIC QUALITIES

THE BODY Synthetized from talc
. . . highly resistant to thermal shock . . . singularly strong
. . . free from internal flaws.

THE GLAZE So fused with the
body that it is craze proof . . . developed in an inimitable
matt texture with a sheen like translucent velvet; and in
clear glazes of fresh brilliance.

THE COLORS A truly beautiful
palette characterizing the vital California spirit . . .
planned to permit use of color groupings as well as
monotone treatments.

THE DESIGNS Advanced in feel-
ing and commercially sound . . . practical shapes modeled
with originality and imagination . . . extensive lines of
Decorative Ceramics, Table Service, Kitchen Pottery,
Flower Pots and Gardenware.

THE RESULT FRANCISCAN POTTERY —
THE MOST COMPREHENSIVE LINE OF FINE POTTERY
OFFERED ON THE AMERICAN MARKET TODAY

GLADDING, McBEAN & CO.

LOS FELIZ BLVD.

LOS ANGELES

CALIFORNIA

New York Office

Justin Tharaud, Inc.

129 Fifth Avenue

The Jeannette Glass Company

is pleased to announce

THE NEW DORIC DESIGN

A modern conception of an old Grecian Pattern furnished in
both Green and Pink Glass

A complete line of . . .

BERRY SETS

BRIDGE SETS

LUNCHEON SETS

DINNER SETS

Also OCCASIONAL PIECES

SEE OUR DISPLAY

ROOM 717

FORT PITT HOTEL

PITTSBURGH, PA.

JANUARY 7 TO 15

We will also have a complete showing of our fast selling

CHERRY BLOSSOM DINNERWARE

JADITE KITCHENWARE



"The Grantham"
ROYAL DOULTON'S
Latest Production on Their Famous
"Delta" Shape



"The Linkstone"
BY W. H. GRINDLEY & CO., Ltd.
One of the Many New Attractive
Designs on the "Tudor"

WM. S. PITCAIRN CORPORATION

SOLE AGENTS

104 FIFTH AVENUE
NEW YORK

STOCK AND IMPORT

"The Ravenna"
THOS. WEBB & SONS
Hand Made English Crystal



"Ribbon Vase"
FROM BELLEEK POTTERY, Ltd.
of Ireland





COPY OF
ADVERTISEMENT
of the
JOSEPH HORNE CO.
PITTSBURGH

IN NOVEMBER 20th, 1934, ISSUE
OF
"THE PITTSBURGH PRESS"

Introducing

**WARWICK
CHINA**

THE FIRST AMERICAN-MADE
CHINA AT POPULAR PRICES
SERVICE **\$29.75**
FOR 8.



**WARWICK
CHINA COMPANY**

Established 1887

WHEELING, W. VA.

Visit Our Factory Display Room
In Wheeling While Attending
The Pittsburgh Show

A beautiful, translucent china . . . the exact counterpart of expensive European ware . . . is now available at popular prices for the first time in history. Warwick China is hard and strong, exceedingly chip-resistant . . . and reflects the beauty and color of world-famous patterns.

Service for eight consists of 61 pieces (cream soups and saucers, included) and may be had in a floral motif or Dresden floral design.

Service for twelve (105 pieces) in floral pattern at **\$59.50**. In white with gold band at **\$75.00**. Warwick China is exclusive with Horne's.

. . . Horne's, Fifth Floor, . . .

THE SEASON'S GREETINGS

FROM

MOGI, MOMONOI & Co., Inc.

IMPORTERS OF JAPANESE GOODS

109 FIFTH AVENUE, COR. 18TH STREET

NEW YORK

Foreign Offices:

YOKOHAMA — NAGOYA — KOBE



It has been our extreme pleasure to be of service to you throughout the year and we wish to extend Thanks and Compliments of the Season to Our Trade. We hope to be of continued Service.

Our 1935 Stock and Import lines will be larger and finer than ever. See them for the first time at the shows.

SALES STIMULATING SPECIALS

PITTSBURGH

WILLIAM PENN HOTEL, ROOM 590, January 7 to 15
Leslie H. Oka—Al Lemcke

CHICAGO

NATIONAL HOUSEFURNISHING SHOW, STEVENS HOTEL
ROOM 733, January 7 to 12, inclusive
John Rossetti, Representative

CHICAGO

EASTERN MANUFACTURERS & IMPORTERS EXHIBIT
PALMER HOUSE, ROOMS 731-732, February 4 to 15, inclusive
John Rossetti, Representative

NEW YORK

NEW YORK GIFT SHOW, ROOM 350, Pennsylvania Hotel
February 25 to March 2





Three new and outstanding Service Plate and Short Line Decorations from our Heinrich & Co., Eschenbach and Czecho-Slovakia factories.

We carry a very complete stock of Dinnerware and Short Lines.

HEINRICH & WINTERLING
INCORPORATED

49 WEST 23rd STREET, NEW YORK, N. Y.

DUNBAR

Presents a NEW 1935 Line

New Ideas—New Shapes—New Treatments

At the January Show—Pittsburgh, William Penn Hotel

PERMANENT DISPLAYS

NEW YORK SALESROOM:

Room 909, 1107 Broadway
New York, N. Y.

CHICAGO SALESROOM:

1564 Merchandise Mart
Chicago, Illinois

Baltimore, Md.—John A. Dobson Company, 110 Hopkins Place

Boston, Mass.—Percy D. Messenger, 250 Devonshire Street

Cleveland, Ohio—Elliott Sales Service, 2446 W. Twenty-fifth Street

Dallas, Texas—D. D. Otstott, Inc., 720 Sante Fe Building

Detroit, Mich.—B. F. Feldner, Book Cadillac Hotel

Kansas City, Mo.—H. E. Thompson, 1207 Benton Boulevard

Louisville, Ky.—Leonard Bacon, 1105 First Street

Los Angeles, Calif.—Geo. H. Miller, 441 East Third Street

Minneapolis, Minn.—J. P. Leer, 5144 Queen Avenue, South


New Orleans, La.—Albert Baldwin Sales Corporation, 113 Decatur Street

Portland, Oreg.—Harry A. Meier, Sherlock Building

San Francisco, Calif.—Harry Gabriel, 717 Market Street

Seattle, Wash.—J. Winkler & Co., 2401 Fifth Avenue

Toronto, Canada—Harold Webster, 33 Melinda Street



Langfelder,
Homma
& Hayward
Inc.
915 Broadway
New York

IMPORTERS OF
JAPANESE
GOODS

IMPORT 1935

For 1935 Import we offer an entirely new line of staple and fancy chinaware and pottery from Japan.

China and Pottery Tea Pots

Bridge Tea Sets

Jugs, Vases, Bowls

Sugars and Creamers

Cups and Saucers

ALSO

Gift Merchandise

Ash Trays, Incense Burners

Merchandise for Jobbers, Premium and
Chain Store Trade

Specials for Department Stores

AN INVITATION

to see the most comprehensive line of European and American China, Earthenware and Glass gathered under one roof in many years.

The following is merely an indication of their extent:



No. 7596/33/15

Liquor Sets from Special Popular Priced
Sets to the Finest Made

DINNERWARE, Czecho, from the Carlsbad factories of Epiag and others.

Also entirely new lines from all Continental Europe.

Place Plates, Cream Soups and Salad Plates.

ENGLISH DINNERWARE and **ROCKINGHAM TEA POTS**.

BOHEMIAN GLASSWARE from many factories. Stemware and Table Glass, Vases, Bowls, Peppers and Salt, etc.

DOMESTIC GLASSWARE: The lines of important factories and many specialties entirely our own, embracing everything in Table, Kitchen and Ornamental ware.

DOMESTIC EARTHENWARE: Dinnerware, Ovenproof Ware, Nested Bowl Sets, etc., from the Southern Potteries and other factories.

JAPANESE: China and Glass Specialties.

SEE OUR DISPLAY

DURING THE PITTSBURGH GLASS AND POTTERY SHOW

JANUARY 7th TO 15th, INCLUSIVE

ROOMS 903 AND 990, WILLIAM PENN HOTEL

GEO. BORGFELDT CORPORATION

44-60 EAST 23rd STREET, Corner Fourth Avenue, NEW YORK

QUALITY HAS NO SUBSTITUTE

FINE CRYSTAL
FROM SWEDEN AND FINLAND
AND ALSO
SWEDISH EARTHENWARE

OUR NEW LINES

Will be ready for the inspection of the trade
about January 15th

Taking our usual standard of quality into consideration, our
prices will be the lowest quoted since our firm was established
33 years ago.

We Wish All Our Friends in the Trade a
MERRY CHRISTMAS
and a
HAPPY AND PROSPEROUS NEW YEAR

J. H. VENON, Inc.
104 FIFTH AVENUE
NEW YORK, N. Y.



Josiah Wedgwood & Sons, Inc.

OF AMERICA

160 FIFTH AVENUE, NEW YORK

Northwest Corner of 21st Street

FACTORY: ETRURIA, STOKE-ON-TRENT, ENGLAND





Photo by Stadler.

MASON'S Ironstone China enters new era in America under aegis of Maddock & Miller



We are proud to advise the trade of our appointment as sole agents in the United States for the world-renowned "Mason's Patent Ironstone China," made by Geo. L. Ashworth & Bros., Ltd., Hanley, Staffs., England. We make our bow with a wealth of patterns of distinction, typical of which is the new C3182 on the famed "Romney" Shape (illustrated).

A conventional floral spray after the classic Chinese manner, done in filled-in Japan enamel colors, under a lustrous ivory glaze, producing a wonderful brilliancy. A type of decoration for which Mason has gained prestige as an exponent.

The triplicate print border in magenta is a masterpiece—covering entire rim of flat ware. Outer edge is a narrow ellipse motif broken at intervals by scroll ornaments; center, a diamond effect with iris ornaments, covers almost entire rim, while a narrow border of lotus blossoms runs over the flange to complete the frame.

MADDOCK & MILLER, INC.
129-131 FIFTH AVENUE, NEW YORK



Photo by Stadler.

IT'S

 ALL
 YOU
 NEED
 KNOW

●
 WILL BE
 CARRIED
 IN
 NEW YORK
 OPEN
 STOCK

A TYPICAL Crown Ducal creation—the "Vine" pattern on the "Queen Anne" Shape

Essentially English and quite in the distinctive Crown Ducal manner is the "Vine" Pattern (illustrated herewith) which so well becomes the "Queen Anne" Shape, with its intriguing narrow concave flutes.

The design, a superbly drawn wreath effect, autumnal in coloring, is done under glaze principally in light green and medium brown, with touches of lighter shades. The edge lines and handle and knob trimmings are in tangerine.

The pattern is a decidedly smart one and full of character without being overly modern and, being underglaze, has a brilliancy not usually produced with soft colors.

MADDOCK & MILLER, INC.
 129-131 FIFTH AVENUE, NEW YORK

IN JANUARY

CAMBRIDGE

will introduce many outstanding

NEW LINES and NOVELTIES

with full exhibit at

WILLIAM PENN HOTEL

JANUARY 7 to 15

INCLUDING

Rose Point

Patent Applied For



Manufacturers of

CRYSTAL AND COLORS

TUMBLERS, NOVELTIES

GLASS TABLEWARE, STEMWARE

ROCK CRYSTAL CUT, ETCHED, DECORATED

THE CAMBRIDGE GLASS COMPANY

CAMBRIDGE, OHIO

NEW YORK

CHICAGO

PHILADELPHIA

DENVER

DALLAS

LOS ANGELES

THE VERY LATEST IN BREAKFAST SETS



*Adam Antique
by
Steubenville*

YOUR gift trade will be ecstatic about these gracious Breakfast Sets—ware that does honor to the reputation for style and beauty always associated with Steubenville's Adam pattern. Those dealers who've seen the first of these breakfast ensembles are buying more enthusiastically than they've bought for years—the best possible proof of the exceptional merit of this latest addition to the Adam Antique family . . . Graceful shapes—fine detail of embossing—rich mellow glaze achieve ware that is truly exquisite and marvelously designed for its service. . . . The illustration gives you an idea of the dainty tracery of the embossing. Note, also, the interesting shape of the handles. These are details that reveal inherent craftsmanship—customers will be impressed with such marks of quality. . . . These breakfast sets offer something really saleable for gift departments. They have year 'round appeal: constant utility in the home.

All dinnerware bearing the Steubenville trade mark is widely recognized as having fine body structure, superior glaze and mellowness of tone. Decals on this ware show to better advantage. All Steubenville lines have a reputation for distinctiveness and style. More than 100 patterns are currently popular on four shapes. The two shapes most in demand are Adam and Olivia. Two IVORY tones, Regular and Antique, have been developed by Steubenville. Both offer exceptionally fine backgrounds for decorations.



STEUBENVILLE POTTERY COMPANY



MADE IN SETS OF 3 COMBINATIONS

- (1) 13 PIECE SET TO RETAIL AT \$5.00, consisting of Oatmeal, 4" Bread and Butter Plate, Cup and Saucer, Covered Muffin, Egg Cup, 6" Breakfast Plate, Coffee Pot, Sugar and Cream.
- (2) 17 PIECE SET TO RETAIL AT \$7.50, consisting of the above, plus Tea Pot and Hot Water Jug.
- (3) 23 PIECE SET TO RETAIL AT \$10.00, consisting of all the 17 pieces named above, plus 1 each of the Cup and Saucer, Egg Cup, Bread and Butter Plate, Oatmeal and 6" Breakfast Plate (making a complete set for two persons).

To give you a check on the size of this ware the coffee pot shown in the circle has been reduced to exactly one-half actual dimensions.

From every angle Steubenville ware offers attractive possibilities to all the better stores that sell dinnerware. It is easy for any merchant who has never tested the saleability of Steubenville ware to give it a trial by ordering just a single shipment. Leave the assorting and design selection to us. The ware will please you and you can better judge of its possibilities from having at least one assortment for display.

STEUBENVILLE, OHIO, U. S. A.

Merry Christmas !

THIS issue of THE POTTERY, GLASS & BRASS SALESMAN is made up, mechanically, of paper and printer's ink, but it is more truly composed of thoughts of service to the trade and desires to make it a helpful factor in our readers' business lives. And it has bound into it that invisible something that is good-will toward every man and woman to receive it and peruse its pages.

Throughout the trying times so many of us have experienced during the past few years, one fact has certainly loomed above most others and that is that friendship has a value above and beyond the value of dollars and cents. It is our hope that the pottery, glass and art brass trades may regard THE SALESMAN and the personnel devoted to its continued appearance as friends in the sincerest sense of the word.

And so, to all who open this, our Christmas number, herewith comes our heartfelt good-will and our best Holiday Season wishes.

THE EDITOR.

Season's Greetings

TO JUST the extent that we make our Christmas Greetings heartfelt and genuine are they worthy of your consideration. If we can put something of personal feeling into them and make you feel you are remembered by us as we edit and mail this Christmas POTTERY, GLASS & BRASS SALESMAN, we can expect our wishes to mean something to you as you read them.

JOE O'GORMAN AND THE SALESMAN'S STAFF
CHRISTMAS—1934
NEW YEAR'S—1935



CONTENTS



Our Christmas Wish—By the Editor-in-Chief.....	26
Season's Greetings	27
King George III Dinnerware Service of Royal Crown Derby China.	30
Pottery and Glassdom on Qui Vive as Congress "Comes to Town"..	31-31
Potters Mostly Cheerful Over 1935 Outlook at 56th Annual Meeting.	35-15
Helen Johnson Has Had Three Years of Business Life, One in China —A Climber	46
Harold Messler, of Loeser's, Started As a Christmas "Extra" 28 Years Ago	19-50
Tips for Alert People in the Game of Selling—By Frank Farrington..	51-52
Contemporary American Industrial Art Exhibit at Metropolitan Museum	52
Stunts Live Ones Are Doing You Will Like to Know About—By Frank Farrington	53-54
Fresh Sign—Fresh Merchandise	54
The Man Who Saw	55-56
Editorials	60-61
Why Are Certain China and Glass Stores Immensely Popular— What's Their Secret?—By Frank Farrington.....	63-64
Ten Rules for Building the Business Anew—By Frank Farrington..	64
Wide-Awake Retailing	65
Legal Information for Business Men—By Elton J. Buckley, L.L.B.,	67
New York News	69
Pittsburgh News	71
East Liverpool News	73
Chicago News	75
Housefurnishings News	77-79



The King George III Dinnerware Service of Royal Crown Derby China

THERE are few more famous, or as famous, dinnerware services in the world to-day than that made at the Crown Derby factory for King George III of England. The exact date of its manufacture is unknown, but it was probably some time in the latter part of the 18th century. King George reigned from 1760 to 1820, but during the latter years of his life his reason was clouded, and the Government in the hands of the regency of his son, later George IV. As a decoration, it is typical of Crown Derby, and is recognized as such by anyone at all familiar with ceramics. It clearly shows the classic Chinese influence in its forms, and is done in the gorgeous vermilion, royal blue and burnished gold that came out of China and which Crown Derby was and always has been so successful in reproducing. The modeled Gadroon edge is in low relief. The original set contained seventy-two pieces. Illustrated are a joint dish, soup plate, service plate, bread and butter plate and covered vegetable dish. The glass shown in this photograph, incidentally, is a modern reproduction of a Scotch pattern that is contemporaneous of the same period. A magnificent setting of the service is being made in the permanent exhibit at the British Empire Exhibition in Rockefeller Center, New York, through whose courtesy this picture is shown.



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Vol. I.

THURSDAY, DECEMBER 20, 1934

No. 21

Pottery-Glassdom On Qui Vive As Congress "Comes to Town"

Like All Other American Tradesmen, Dealers in China and Glassware Have
Their Eyes Focussed on Washington and Approaching Session of Congress,
Which Will Consider President's New Plans to Rejuvenate Business

IT IS not unusual for a President of the United States, even one who may be elected triumphantly for the second term and finally, at the expiration of that term, leave office amidst the applause and acclaim of the entire country, to find in the election which takes place in the midst of his first term a practical repudiation of his policies and a reduction of his support in the legislative end, if not an actual loss of Congress by his party. There have, of course, been some indorsements of a President in the mid-term elections of his first incumbency of office. But certainly not within the memory of living man has any President received the whole-hearted indorsement as did Franklin D. Roosevelt in the Congressional elections of this past November. In other words, the public is with Roosevelt, and the New Deal and all that it means.

The New Deal—even now that it has functioned for a year and a half—is admittedly something that nobody altogether understands, even Roosevelt himself and his closest advisers. Ever since its inception it has been, and is to-day still, in a state of flux. Some of its more radical features have, happily, been eliminated.

But the people have spoken. They were clearly dissatisfied with conditions that had previously existed, and are willing to go along with Roosevelt and his policies.

This is the situation that exists in the country to-day, and even the most conservative of the die-hard reactionaries recognize this trend and are shaping their policies accordingly. The New Deal has, unquestionably, worked certain hardships on manufacturing and trade during the year that is just closing. It has also accomplished certain undeniable benefits. A restricted trade review of this character is no place to discuss this. The fact remains that the New Deal is here, and here to stay for quite a while to come. Its existence is the outstanding feature of the domestic commercial story of 1934, and promises to be during 1935.

Business generally during the year has had its ups and down. Starting actively in January, it continued quite good until April or thereabouts, but after that fell off to a considerable extent, though during the past few weeks there has been more or less of a pick-up again, which, perhaps, is partly seasonal.

Foreign influences have had compara-

tively slight effect on the American scene. We have been heartened to a degree by the very substantial recovery which has been noted in England and other foreign countries in which the governments are stabilized. On the other hand, rumors of war in other countries have left us practically cold. The country is united on the idea that whatever may happen across the seas, we will not be drawn into the conflict. These, perhaps, are the outstanding features of the situation as they exist to-day in their relation to trade and commerce.

Our Own Fields

As is invariably the case, the factors that make for success or failure generally operate in our own fields of china, glass and allied lines. If the workmen of the country are not employed at a living wage they cannot buy dinner sets, suites of glassware, lamps or housefurnishings. And thus it has been that the sales of these lines in certain districts have been greatly curtailed by, perhaps, the prolonged strikes. Thus, while the long cotton strike in New England hurt our business in that section for months, on the other hand the

activities of the Southern growers and other farmers in that section resulted in Southern travelers for potteries and glass factories booking a nice business.

Other factors have been more specific in their effects, and among these none exerted greater influence on our trade than the final repeal of prohibition just a year ago this month. What a tremendous difference just a brief period makes! During 1933 the elaborately equipped home bar reached the peak of its popularity. Home bars were installed in swanky Park Avenue, New York, apartments and in the home of the leading insurance agent in Jerktown. They were different in cost and form, but they brought a lot of work to a new type of architect and builder, and resulted in an almost staggering business to retailers, who installed them as a side line and found them very profitable. They came, perhaps, under the old classification of being "naughty but nice." But when prohibition was repealed and it became perfectly legal to drink in the home or out of it—except, of course, in a few dry States—they lost their charm of naughtiness. While it is questionable if many have been discarded, few new ones have been installed recently, and it will not be long before all will be relegated to limbo along with the passé cuckoo clocks and the talking machines. Drinking in the home still persists, but it is done in a rational way without making a semi-exotic ceremony out of it. There is still, and will doubtless continue to be, a demand for all conservative devices required for the serving of alcoholic beverages, and some of the well-to-do continue to buy liquor wagons equipped with mixing device. But that is all.

The repeal of prohibition and the opening up of legitimate bar restaurants in so many States since last December naturally produced a great call for equipment and furnishings. As the spring of 1933 had brought—with the taking effect of the new beer bill—a great call for beer glasses and mugs, so did the repeal of prohibition, in December of the same year, create a great call for all kinds of bar glassware, and for a second time within the year the trade was caught short, with the result that for a period fancy prices ruled. Anyone who had any quantity of merchandise on hand in desirable shapes could rid his bins of their wares without the least difficulty.

The saloon trade, incidentally, has not proved all that was expected of it. This was clearly indicated by Government figures, which showed that the revenues derived from licenses had fallen far short of expectations. Incidentally, many of the holders of licenses did not do so well, as is indicated by the fact that a surprisingly large number were unable to raise the money for new licenses in November or else did not find it desirable to renew. At all events, after the first big rush, business in bar glassware has fallen off materially.

The picture with regard to liquor glassware for home use is not dissimilar. Late

last fall, when it became apparent that prohibition was to be repealed, and particularly during the holiday selling period, the public just went wild in its purchases. Women's magazines and the daily papers were just chock-full of articles telling of the proper wines to serve with every course and the glassware that should be used therefor, with results that were surprising and amusing. Home dwellers of the bottled-beer-or-shot-of-booze type invested, either for their own use or for gifts, in suites of glassware they would never use, and the use of which, incidentally, they did not understand. They were just carried away with the fad, and it is not astonishing the fad died out rather as abruptly as it started.

As a result, business in the glassware departments of department stores and of other retail establishments has taken a decided slump. And even in establishments where the china end will go nicely ahead of '33 the final figures on glassware are apt to be away off. Then, too, summer business in iced beverage sets is not nearly what it was a few years ago. Here, too, is a fad dying out for no accountable reason.

Regarded from the style angle, 1934 has seen very few changes so far as glassware is concerned, and no outstanding developments. A few of the manufacturers of very fine wares brought out some new types of an extremely modern nature. But these are not of a character to induce any big sales volume, even to the wealthy, nor are they likely to have any influence on future style activities. The general tendency has been more and more in the direction of crystal glassware, particularly in stemware and tumblers of every description, though decorated tumblers in particular have found considerable favor. In the more popular end color banded effects have continued very popular. Silver deposit, which was so much favored a while ago, is now being cheapened to such an extent that many fear it will go the way of gold-decorated ware. Nice etchings and light cuttings are always in good taste, and matt treatments have been particularly favored this year. While not individually outstanding, some very creditable things have been produced in pressed ware, both table items and fancy pieces such as boudoir articles, and have found ready sale.

From the manufacturing standpoint the year, like several that preceded it, has been most favorable to the manufacturers of machine-made staples, though this business has not been up to that of previous years. The hand-blown business has suffered materially, partly for reasons already specified and partly on account of new cheap foreign competition. Only the pressed end has shown any real progress, and that has been confined to a limited number of concerns whose initiative resulted in bringing out appealing new items. The entire number of manufacturers in this end who have profited are relatively few and their volume not considerable.

It is unfortunate but true that the entire production of glassware during the year has decreased, with no new factories starting worthy of name. A number of plants bearing famous names have been working only part time and several have been forced to suspend activities entirely.

A pleasant general trade factor which might be mentioned in this connection, as it applies to both china and glassware, has been the growing tendency on the part of retail stores to promote co-operation between various and not too intimately related departments. The need for this co-operation has long been advocated by *THE SALESMAN*, and it is pleasurable to note that wise merchandise managers are realizing it more and more. This is particularly true in the case of wares that go to make up complete table settings. The linen buyer no longer absolutely disregards the selections of the china and glassware buyer, but co-operates with him to the benefit of both. Thus, in the store of today it is not unusual to find a table setting or table settings staged in window or in the store, with linens to match or at least to harmonize with the china and glass. This is particularly noteworthy in conjunction with the plaid designs now so popular for informal services.

The Pottery End

In his address at the annual meeting of the United States Potters' Association—published elsewhere in this issue of *THE SALESMAN*—President Arthur E. Mayer stressed the point that the current year had been a very difficult one, with all industries suffering the uncertain and changing conditions which prevailed throughout the year, and to this the pottery industry was no exception. It is interesting to note, however, that business started up very well early in the year. A nice volume was written at the Pittsburgh Show by practically all of the leading manufacturers. This, incidentally, was due in no small measure to the very considerable number of new things that were shown. Never before—or certainly not in years—had there been so many outstanding shapes and decorations. In previous years one or two lines stood out, but January '34 saw a dozen or more. These, it is interesting to note, were the brain-children in the main of men young not only in years but in experience, many of them being recent graduates from art schools and still full of the enthusiasm of youth unblunted by the contacts which years of experience bring. As a result, these new developments were different one from the other. While much was contributed by the youngsters in the field, a number of seasoned veterans among the designers played their share in bringing out novelties, proving they are still young enough to maintain their individuality and freshness of outlook. Touching on this very fact, the chairman of the Art and Design Committee in his annual report optimistically looks forward to the time when even the layman will be able to tell

the manufacturer of a piece of ware by its characteristics without being forced to look at its back-stamp. The hope can only be expressed that this will eventually prove true.

While the individual designers of the dinnerware factories have been making the strides referred to, it cannot, it is unfortunate to have to chronicle, be stated that the decalcomania manufacturers have been equally progressive. Another feature of the situation that is pleasant to note is the progress made in development of under-glaze print decorations in this country. As experts well know, however, there are not the difficulties in this connection that can be only overcome by concerns of large resources of equipment and money.

Despite the nice business booked early in the year—and this, incidentally, not only by domestic manufacturers but by importers as well—business fell off very considerably in the spring, and for a number of months business was very quiet indeed. This quietude reached its height about mid-summer, when there was some little encouragement, particularly at the time of the trade shows in New York; but it was not until September and October that things began to really pick up again and the potteries hummed with real activity. The retail business in dinnerware during November and December has been surprisingly good, and some retailers who placed very fair-sized orders for a considerable number of sets have been forced to wire for replenishments. Prices during the year have shown only a slight increase, made necessary by concessions to workmen under the code, and most of these were discounted before the year opened.

While the foregoing refers to domestic dinnerware in particular, the same general conditions as regards business apply to imported dinnerware as well, save for the fact that it is becoming increasingly difficult to sell on import. The retailer wants to do a little nibbling and let the source of supply hold the bag, which in this instance means to carry the stock. As a result, importing houses that carry stock have done very much better than those whose business is largely on import. There are a few exceptions, and very noteworthy exceptions, to this condition. The general trend, however, is undeniable.

In the field of art pottery, kitchenware and other ceramic specialties there have been few, if any, noteworthy radical developments during the year. The extreme ultra-modern has not met with any great success in this field, but at the same time some quite attractive new things have been shown.

The Lamp Field

Any improvement there has been in the lamp business during the year may be traced, in part at least, to the ably conducted "Use More Lamps" campaign which has been functioning under the auspices of some leading manufacturers. It is understood that the entire cost of this campaign was not heavy, but it created a thought—what with the excellent adver-

tisements that were run—that has been used and reused by retailers throughout the nation with most satisfactory results. Certainly, the public was never more lamp-conscious than it is at the present time; and while business in general has improved only to a limited extent, there has been an improvement, and this improvement has manifested itself particularly in the medium rather than in the cheaper lines.

From a style standpoint, there have been no developments of any great note. In all types of lamps the plainer forms of shades obtain almost exclusively. The ginger-bread type is absolutely dead. Even to top bases of an essentially modern character shades with simple lines that might just as well be used on other forms seem to have the majority call. Porcelain or pottery bases are wanted almost exclusively for table lamps. Doubtless the day will come—perhaps in another year or so—when metal bases will be used again, but they are not in much favor just now. For floor lamps, metal stands, however, have the call, with turned-wood stands acceptable but not nearly as much favored.

Trade Changes and Developments

In reviewing the year's activities from the standpoint of personal and group happenings, first mention should be made, perhaps, of the growth of the trade-show idea, and particularly of those more recently inaugurated. No better slant could be given on this angle than to quote the figures of the attendance at the New York mid-summer shows of both housefurnishings and china and glassware. The China and Glass Show at the Hotel New Yorker drew approximately 700 attendants, as compared with 400 the previous and first year. The Housefurnishings Show at the Hotel Pennsylvania registered an attendance of 2,800, as against 1,200 in 1933—which, by the way, was its second year. Reports now come from Chicago that the Housefurnishings Show in that city early this coming January will occupy six entire floors, as against four a year ago. The George F. Little Enterprises (which cover the fields of china and glass in their fancier ramifications, gift wares and lamps) have multiplied exceedingly during the last few years, and now include the cities of New York, Chicago, Boston and Philadelphia. Incidentally, every one of these had a larger number of exhibitors and was visited by a greater number of buyers in 1934 than in 1933. These shows are costly, but apparently they are well worth while; otherwise, in these times when money is not too plentiful and when expenditures must be carefully considered, the manufacturers and importers would not participate in them.

The year, from the show standpoint, started with the Glass and China Exhibit in Pittsburgh and the Housefurnishings Show in Chicago on the same Monday in January, as they have done for several years past. The buyers objected, but their

objections fell on deaf ears, as is indicated by the fact that once again the shows are scheduled for practically the same period in 1935, save that this year, as last, the Pittsburgh event will carry over into the next week. Both of these shows, by the way, were quite successful—with the notable feature of the Pittsburgh Show being the considerable amount of business done in glassware despite the much higher prices. This is not to say that a good business was not also done in dinnerware and fancy pottery ware. It was; but the prices of these fields had already been established and the activities that obtained had been more or less expected.

A year ago the new NRA codes were greatly vexing the trade, particularly the manufacturers. Although some of the ramifications of the code have proven irksome, readjustments have been made to conform therewith and everything is now running smoothly. Certain minor labor disturbances have, of course, arisen in conjunction therewith, but they have not been nearly as pronounced in our own as in some other fields.

Regarded from the standpoint of trade births and casualties, 1934 has not been notable. A few glass factories have started up, only to close again in the more or less "off again, on again, away again, Finigan" manner. Their names need not even be mentioned. During the year a number of minor potteries which had been functioning in a small way on the Pacific Coast branched out and invaded the Eastern market to a limited extent, but during mid-spring the firmly established and substantial concern of Gladding, McBean & Co., which had been manufacturing sewer pipe, tile and other mundane clay products for over half a century, with plants located at focal points west of the Sierras, decided to inaugurate an art pottery section under the management of Frederick J. Grant, former president of the S. A. Weller Company, Zanesville, Ohio. The concern, incidentally, established a New York representation with Justin Tharaud. It is interesting to note that the products of this lusty infant have already been deemed fit for a place in the exhibit of modern commercial ceramics in the Metropolitan Museum of Art, New York City. In the East Liverpool District the Winterich Company, which took over the old National China Company unit of the American Chinaware Corporation pottery in Salineville, made a few feeble gasps and then passed out of the picture. On the whole, however, there have been very few trade catastrophies during the year, although it is a sad commentary that, due in large measure to existing conditions in its particular field, the ninety-six-year-old New York importing and hotel supply concern of James M. Shaw & Co. has been forced to seek financial relief through the medium of the courts. The same conditions of enforced long credit extensions have resulted in forcing to the wall some of the smaller fry in the game and have ham-

pered the activities of even those of large means. During the spring a new corporation known as the Mackenzie-Torlotting Company was formed by Harry F. Mackenzie of the then recently defunct Reimer-Mackenzie Corporation, and Gabriel Torlotting, of E. Torlotting, Inc. The Sendar Company was established by Morris Sendar, long a well-known figure in the New York trade, to handle the sales of the Carr China Company. The concern of Newland, Schneeloch & Rhone was reorganized as Newland, Schneeloch & Piek. Herbert Piek, best known to the trade through his many years with the Borgfeldt organization, buying out the interest of William C. Rhone. There have been very few trade moves in New York during the year, though the Salem China Company, which had maintained showrooms in the Fifth Avenue Building, moved across the street to the building at 1107 Broadway. George C. Kindt & Co., who for years maintained showrooms in the store of the building at 19-21 West Twenty-fourth Street, also moved across the street to a store in the Fifth Avenue Building. Ebeling & Reuss moved to larger quarters on the fifth floor of the Empire State Building, in which they had been located. The Steuben Division of the Corning Glass Works opened very swanky retail store rooms in the district just south of Central Park on Fifth Avenue early in the year, while Ovington Bros., long located at Fifth Avenue and Thirty-ninth Street, opened a branch establishment in the same section just about Thanksgiving time. During the fall Maddock & Miller added to their agencies that of George H. Ashworth & Bro., manufacturers of Mason's Ironstone China. Paul Joseph, for over half a century a member of the trade in New York and for more than thirty years New York representative of the Duncan & Miller Glass Company, retired to private life last September. Among special sales at retail during the past year, two have been outstanding and both, strangely enough, of glassware. One was that of factory accumulations of A. H. Heisey & Co. which R. H. Macy & Co. disposed of in a week's sale, and the other was an offering of discontinued lines of Libbey glassware which the New York store of Gimbel Bros. disposed of in a single day. Both were really astonishing, to say the least. Frank Van Roden, sole surviving founder of the Philadelphia concern of Wright, Tyndale & Van Roden, was honored last September, on the fiftieth anniversary of the founding of the business, by a gift from his employees. For the first time in some twenty years a new dinner service has been ordered for the White House. The order was taken by Wm. H. Plummer & Co., of New York, and is being executed by Lenox, Inc. It will be known as the "Roosevelt Service" and will bear details of the crest of the Roosevelt family, as well as the coat-of-arms of the United States. THE SALESMAN had hoped to publish a replica of one of the pieces in this

issue, but under the terms on which the order was taken this will not be possible until the ware is delivered about the middle of January.

A word should perhaps be said about the very successful outing of the Pottery, Glass & Brass Salesmen's Association held last summer—the first in almost a decade—and which was enjoyed by all who attended.

Those Who Have Passed Along

To those of the older generation it becomes an increasingly sad matter to consider at the end of each year the number of friends—many of years' acquaintance—who during the twelvemonth have taken their place in Valhalla. As has always been the case, the year of 1934 has seen the passing of many men who were illustrious during their time; some, happily, after long and honored careers that have gone beyond the Psalmist's three-score and ten years, with others cut off in the comparative flower of their youth. Early in January Joseph Harrison, distinguished director of the Crown Ducal Works of England, and generally regarded as one of the ablest of the younger generation of English pottery manufacturers, died after an emergency operation for appendicitis. He was followed in chronological order by Whitten Duncan, veteran vice-president of the Phillips & Butteroff Manufacturing Company, Nashville, Tenn., who died of an attack of acute indigestion in Pittsburgh at the January Show, thus keeping up the sad tradition which has almost become a hoodoo that almost every year some trade notable passes away during that time. Then came Alfred Gump, former president of the S. & G. Gump Company, San Francisco, well-known ceramic and art dealers; John C. Thompson, of East Liverpool, last surviving son of Josiah Thompson, who founded the concern now known as the C. C. Thompson Pottery Company; Bernard Wicke, manufacturers' agent in New York and brother of the late Victor G. Wicke, long head of the Imperial Glass Company, Bellaire, Ohio; Robert Slimmon, veteran English wares importer; George S. Brush, prominent art potter of Zanesville, Ohio; Clarence S. Bradley, son of the late Nathaniel Bradley, one of the founders of the Bradley & Hubbard Manufacturing Company, Meriden, Conn.; Carl F. W. Bawo, son of the late Francis H. Bawo, one of the founders of the old importing concern of Bawo & Dotter and himself for many years connected with the company; Arthur A. Goldman, of the New York lamp manufacturing concern of Robinson & Goldman; Robert E. L. Wells, veteran traveler, best known through his long connection with L. Straus & Sons; former State Senator W. Edwin Wells, Jr., of West Virginia, son of the late general manager of the Homer Laughlin China Company and himself connected with the concern in an executive capacity; William B. Tettamore, particularly well known, first through his connection with Higgins

& Seiter, and later with Ovington Bros., and at the time of his death as a manufacturers' agent in Boston; John L. Garvey, one of the oldest crockery retailers in New York; Charles R. Boyce, at the time of his death secretary-treasurer of the Harker Pottery Company, East Liverpool, and for many years connected with the concern; William F. Tice, of the retail concern of Tice & Gates, Rochester, N. Y.; Robert H. Yarwood, for half a century connected with the china, glass and housefurnishings trade, principally as a retail buyer for these lines; Ewald Brass, formerly with the old importing concern of John Wygand & Co.; John V. Storck, who spent his entire commercial career with A. B. Gunthel and later with Albert Pick & Co.; Louis Greenwald, best known as manager of the lamp department of Morinura Bros.; Arnold and Erhard Schlegelmilch, brothers and members of the Rheinhold Schlegelmilch family and who passed away within a few days of each other; Charles A. Postley, colorful sales personality; Howard J. Smith, of the New York manufacturers' agency concern of Phillips, Thistle & Smith; A. F. Brockman, for fifty years with The Fair, Chicago, and much of that time merchandise manager of the housewares division; Charles Ahrenfeldt, distinguished Limoges china manufacturer; Timothy J. Martin, long the head of the New York china and glass retail concern of Davis, Collamore & Co., who passed away at the ripe age of 88; George H. Guest, for many years housefurnishings buyer for the Jordan, Marsh Company, Boston; Fred Roeder, manager of the toy department of the Geo. Borgfeldt Corporation; Elizabeth Hodgins, well-known china and silverware retailer of Buffalo, N. Y.; Dr. George S. Smallwood, member of the family which had been identified in the china importing business for three-quarters of a century, though himself long out of the field; William C. Hughes, for forty years mid-West representative of S. A. Weller.

William L. Doepke, President of Cincinnati Concern, Dies After Short Illness

William L. Doepke, 51 years old, president of the Alms & Doepke Company, Cincinnati, Ohio, department store, and of the John H. Hibben Dry Goods Company, wholesale dry goods, died Sunday, December 9, at his residence in that city.

Although he had been ill for several weeks, his death was unexpected. The Alms & Doepke store was closed the following Monday as a mark of respect for Mr. Doepke.

Mr. Doepke was the son of William F. and Leonora Sohn Doepke. He was educated in the Cincinnati public schools, the Cincinnati Technical School and Asheville University, Asheville, N. C. After spending three years abroad he returned to Cincinnati in 1903 and entered the Alms & Doepke business, which had been founded by his father and Frederick and William Alms in 1865.



ROBERT E. BOYCE
NEW PRESIDENT, U. S. POTTERS' ASSOCIATION

Potters Mostly Cheerful Over 1935 Outlook At 56th Annual Meeting

Compared with Recent Similar Events, It Was a "Peppy" Bunch of Executives That Came Together in Annual Conclave at the Hollenden Hotel in Cleveland on the 4th and 5th of the Month—Robert E. Boyce Chosen President for 1935

ONE of the most successful and enthusiastic conventions in the history of the United States Potters' Association was held in the Hollenden Hotel, Cleveland, Ohio, on Tuesday and Wednesday, December 4 and 5, when the manufacturers gathered for their fifty-sixth annual meeting.

About seventy-five pottery executives and representatives of other industries closely allied with the ceramic industry attended the meeting. For the first time since the beginning of the depression, a tone of optimism for the future of the industry was

sounded by committee chairmen and other leaders who addressed the manufacturers during the two-day meeting.

As related in THE SALESMAN, Robert E. Boyce, secretary of the Harker Pottery Company, of Chester, W. Va., was elected president of the organization, to succeed Arthur E. Mayer, of the Mayer China Company, of Beaver Falls, Pa. However, in the selection of a first vice-president, the manufacturers failed to follow the precedent of former years of advancing the vice-presidents to the next office.

Richard H. Pass, of the Onondaga Pot-

tery Company, of Syracuse, N. Y., was elected to the office of first vice-president of the association, this putting him in line for the office of president at the 1935 meeting. With his election it appears to be the intention of the manufacturers to alternate the chief executive's office between chinaware and semi-porcelain manufacturers.

Frank C. George, of the W. S. George Pottery Company, of Canonsburg, Pa., was elected second vice-president, succeeding Hugh L. McNicol, of the D. E. McNicol Pottery Company, of Clarksburg, W. Va.

Arthur A. Wells, production manager for the Homer Laughlin China Company, of Newell, W. Va., was chosen for the office of third vice-president to fill the place created by the elevation of Frank George to second vice-president. Charles F. Goodwin, of East Liverpool, was, of course, re-elected secretary-treasurer.

The convention opened at 1.30 p.m., Tuesday, after delegates had been registered by Mr. Goodwin during the forenoon. President Arthur Mayer presided at the opening session, and with little ceremony read his retiring address, in which he briefly outlined the effects of the code of fair competition and also of the attempts of the American manufacturers to secure higher tariff protection against competition of Japanese ceramic manufacturers.

"This association must continue to wage a relentless fight upon this great volume of Japanese imports coming into the United States," Mr. Mayer warned in his address. "Otherwise the large volume now imported by them will increase until our plants are idle, as our workmen cannot and will not compete with them on their standard of living."

His address was as follows:

President's Address

In calling together the members of the United States Potters' Association in their fifty-sixth annual convention, I appreciate the honor bestowed upon me of opening this meeting.

The current year of 1934 has been a difficult one indeed, not only for the potter, but practically all industry has been suffering from the uncertainty and changing conditions which have prevailed throughout the year. A moderate amount of business, much of which was caused by the inertia of the preceding year, caused fairly normal operations during the early part of the current year. Business, however, tapered off gradually until it had dwindled to a minimum in June, with the usual summer lull, possibly more severe than usual. A slight pick-up started in September and gradually continued, but the usual and expedited fall business was not only late but did not develop in the anticipated volume.

The annual association summer meeting was held at Congress Lake Country Club, and most of the time there was devoted to the discussions of the proposals of the Brotherhood, which were more numerous and far reaching than any that have ever been proposed. Counter propositions were here considered and formulated for the coming meeting with the operatives.

In the latter part of August the Labor Committee of our organization met with the Brotherhood officials at the Chalfont Hotel in Atlantic City. This was the longest and most trying conference in the history of the thirty-five years' experience of collective bargaining. The result was that the old agreement was renewed, with some minor changes in working conditions. Through Mr. Wells, the Brotherhood was convinced that any advances at that time were inimical to both their and our interests.

Our organization has lost by death two

of its most esteemed members, Mr. W. Edwin Wells, Jr., of the Homer Laughlin China Company, our former president, and Mr. Charles R. Boyce, of the Harker Pottery Company.

We welcomed into our organization in March of this year the Pickard, Inc., of Chicago, Ill., who manufacture semi-porcelain and fine decorated ware.

In June this year a tariff investigation was begun by Commissioner Brossard to determine the necessity of increasing the tariff on our product in view of the tremendous increase of imports from Japan. The commissioner, with a corps of assistants, picked a number of typical plants, and here costs of production were determined. The commissioner will report to the Washington authorities the results of his findings as to whether the American potter, under his costs, can compete with the imported Japanese goods now being imported in such vast volumes. As yet this report has not been made, or at least made open to the public. In connection with this investigation, a hearing was held in Washington by the Tariff Commission at which was presented evidence by members of our association, as well as that of the Japanese importers, who had caused such an influx of cheap ware into this country. This association must continue to wage a relentless fight upon this great volume of Japanese imports, as otherwise the large volume now imported by them will increase until our plants are idle, as our workmen cannot and will not compete with them on their standard of living.

It was not until the beginning of the year that we, as manufacturers, felt and realized the full effect of the Code of Fair Competition. This code seems to have some advantages along with its many disadvantages and its very great cost of maintenance. At first code provisions were very confusing, but after a year of operation many of these difficulties have straightened out. It has raised wages and shortened hours, but has left the manufacturer to hold the sack. The code limited the hours of the employees in order to spread the work and make more jobs. This, however, caused some workers to earn less and caused dissatisfaction among them. In some instances, as a result, heavy hourly increases were granted. It still remains to be seen whether such inordinate advances will prove a boon or detriment to the industry.

During the year George C. Mitchell was appointed as Chief of the Code Authority for both branches of the industry, and has been ably and efficiently carrying on the work.

Nineteen thirty-four has been a cry for lower prices, and in many instances it has been granted, notwithstanding our increased costs; but we hope the year 1935 will be more prosperous and remunerative to the manufacturer than the old year has been.

Following this report you will hear some very interesting reports from the various committees of the association.

I am very appreciative of the honor bestowed upon me to act as presiding officer, and want to take this opportunity to thank all of the members of the various committees, as well as Charles Goodwin, our

secretary, for the kind, helpful and courteous treatment I have received during the year of my administration.

President Mayer's address was followed by the lengthy report of the Labor Committee, which was read by the chairman, Joseph M. Wells, of the Homer Laughlin China Company. Mr. Wells, at the opening of his address, declared that the code which became effective in the potteries just a year ago "has been the disturbing factor during the past year." He added that the "net result" of the code "has been to encourage the radical element among labor and give them many things to encourage activities which were contrary not only to the general good but to their own particular good." He praised officials of the National Brotherhood of Operative Potters for their cool-headedness, particularly in the strike of the mold runners and battersout last year. Mr. Wells also briefly reviewed the negotiations with the Brotherhood members in the adoption of a new wage scale last September.

About eighty-five guests attended the convention banquet which was held Tuesday night in the Showboat Room of the Hollenden Hotel. Following in the footsteps of his father, the late W. Ed. Wells, Sr., who for many years was active in the affairs of the association, Joseph Wells was toastmaster. Entertainment was furnished by a group of professional vaudeville performers furnished through a Cleveland booking agency.

United States Senator Robert Bulkley, of Cleveland, was a guest of the manufacturers at the banquet, and in his address defended the President's monetary course and declared that there need be but little fear for unlimited inflation. The Senator said that with the problems of unemployment and relief still paramount it would be unreasonable to ask for a balanced budget. Senator Bulkley also touched briefly upon the item paramount in the minds of the manufacturers—the need for additional tariff to protect the industry from Japanese competition. He expressed the opinion that some relief would come to the American manufacturers as a result of the investigation now being made by the United States Tariff Commission.

The potters resumed their business session Wednesday morning with the hearing of further committee reports. These included the report of the Research Committee, read by Dr. A. V. Bleininger, head of the research department of the Homer Laughlin China Company, and which was of a confidential nature; the Manufacturers' Cost Committee report, read by H. D. Wintringer, of the Steubenville Pottery Company; Art and Design Committee, by Frederick H. Rhead, also of the Homer Laughlin China Company; Membership Committee report, by Malcolm W. Thompson, of the Hall China Company; Kiln and Fuel Committee, by R. H. Pass, of the Onondaga Pottery Company; Historian's report, by Secretary Charles F. Goodwin; Transportation Committee report, which was given by Charles Donley, traffic manager of Pittsburgh, Pa.; Machinery Committee report, by Arthur A. Wells, pro-



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duction manager for the Homer Laughlin China Company; Auditing Committee report, by Dale D. Thompson, of the C. C. Thompson Pottery Company, of East Liverpool, Ohio; Western Standing Committee, by Secretary-Treasurer Charles F. Goodwin; Public Relations Committee, by Louis K. Friedman, of the Homer Laughlin China Company, and finally the report of the Nominating Committee, headed by Malcolm W. Thompson.

The election of officers was the concluding event of the convention. The place and date for the summer meeting of the association will be selected by the Executive Committee.

In addition to the officers the following committees were elected:

Standing Committees

Executive Committee—George C. Thompson, chairman, East Liverpool, Ohio; Chas. L. Sebring, vice-chairman, Sebring, Ohio; Marcus Aaron, Pittsburgh, Pa.; Robert E. Boyce, Chester, W. Va.; Willard C. George, Canonsburg, Pa.; John B. MacDonald, East Liverpool, Ohio; D. William Scammell, Trenton, N. J.; R. B. Smith, Chester, W. Va.; Jas. M. Smith, New Castle, Pa.; E. L. Torbert, Syracuse, N. Y.

Labor Committee—Jos. M. Wells, chairman, Newell, W. Va.; F. A. Sebring, Sebring, Ohio; Stewart Thompson, East Liverpool, Ohio; M. W. Thompson, East Liverpool, Ohio; H. D. Wintringer, Steubenville, Ohio; W. C. George, East Palestine, Ohio; Edwin M. Knowles, East Liverpool, Ohio; Frederick Sutterlin, Trenton, N. J.; Guy E. Crooks, Crooksville, Ohio; W. L. Smith, Chester, W. Va.; Hugh L. McNicol, Clarksburg, W. Va.

Research Committee—A. V. Bleininger, chairman, Newell, W. Va.; John S. George, East Palestine, Ohio; C. E. Jackson, Wheeling, W. Va.; A. A. Wells, Newell, W. Va.; C. H. Walker, East Liverpool, Ohio; J. W. Hepplewhite, East Liverpool, Ohio; V. J. Roehm, Alliance, Ohio; Chas. W. Bowman, East Liverpool, Ohio; M. J. Scammell, Trenton, N. J.; L. H. Brown, East Liverpool, Ohio; B. S. Purinton, East Liverpool, Ohio; T. R. Anderson, Evansville, Ind.; E. H. Lintz, Chester, W. Va.; Harry Bailey, Bedford, Ohio.

Manufacturers' Cost Committee—H. D. Wintringer, chairman, Steubenville, Ohio; Floyd McKee, Salem, Ohio; B. E. Salisbury, Syracuse, N. Y.; C. C. Pomeroy, East Liverpool, Ohio; F. P. Judge, Coshocton, Ohio; D. G. Albright, Sebring, Ohio.

Art and Design Committee—F. H. Rhead, chairman, East Liverpool, Ohio; J. D. Thompson, East Liverpool, Ohio; C. W. Foreman, Canton, Ohio; Willard C. George, Canonsburg, Pa.; Earl R. Crooks, Crooksville, Ohio; W. H. Locke Anderson, East Palestine, Ohio; J. R. Thorley, East Liverpool, Ohio; Louis K. Friedman, Pittsburgh, Pa.; Clarence Montgomery, Alliance, Ohio; Gail Turnbull, Sebring, Ohio.

Membership Committee—M. W. Thompson, chairman, East Liverpool, Ohio; Daniel Churton, Huntington, W. Va.; James M. Shaw, Lincoln, Ill.; Earl R. Crooks, Crooksville, Ohio; F. H. Sebring, Salem, Ohio; William Pomeroy, Wellsville, Ohio.

Reception Committee—R. B. Smith, chairman, Chester, W. Va.; Chas. L. Sebring, Sebring, Ohio; D. William Scammell, Trenton, N. J.; T. A. McNicol, East Liverpool, Ohio; R. L. Wintringer, Steubenville, Ohio; R. E. Henderson, Carrollton, Ohio; D. E. McNicol, Clarksburg, W. Va.; W. L. Smith, Chester, W. Va.

Kiln and Fuel Committee—R. H. Pass, chairman, Syracuse, N. Y.; A. V. Bleininger, Newell, W. Va.; F. C. George, Canonsburg, Pa.; W. J. Frey, Grafton, W. Va.; Arthur E. Mayer, Beaver Falls, Pa.; M. J. Scammell, Trenton, N. J.; G. F. Brandt, Erwin, Tenn.; Frederick Sutterlin, Trenton, N. J.; Chas. C. Pomeroy, East Liverpool, Ohio; R. L. Wintringer, Steubenville, Ohio; A. M. Walker, Akron, Ohio; John Wendt, Evansville, Ind.

Historian—Chas. F. Goodwin, East Liverpool, Ohio.

Transportation Committee—F. B. Lawrence, chairman, Newell, W. Va.; Chas. C. Ashbaugh, East Liverpool, Ohio; D. William Scammell, Trenton, N. J.; E. L. Torbert, Syracuse, N. Y.; J. M. Manor, East Liverpool, Ohio; James Wilson, Buffalo, N. Y.

Machinery Committee—A. A. Wells, chairman, Newell, W. Va.; L. H. Bown, Buffalo, N. Y.; R. B. George, Canonsburg, Pa.; James M. Smith, New Castle, Pa.; D. D. Thompson, East Liverpool, Ohio; Chas. E. Foreman, Canton, Ohio; C. E. Ray, Paden City, W. Va.

Auditing Committee—Dal D. Thompson, chairman, East Liverpool, Ohio; D. M. Cronin, East Liverpool, Ohio; C. C. Davidson, East Liverpool, Ohio; William Pomeroy, Wellsville, Ohio.

Western Standing Committee—Chas. F. Goodwin, chairman, East Liverpool, Ohio; A. A. Wells, East Liverpool, Ohio; M. J. Lynch, East Liverpool, Ohio.

Western Discharge Committee—Chas. F. Goodwin, East Liverpool, Ohio.

Nominating Committee—M. W. Thompson, chairman, East Liverpool, Ohio; Geo. C. Thompson, East Liverpool, Ohio; Chas. L. Sebring, Sebring, Ohio; D. William Scammell, Trenton, N. J.; Marcus Aaron, Pittsburgh, Pa.; Earl R. Crooks, Crooksville, Ohio; R. B. Smith, Chester, W. Va.; James M. Smith, New Castle, Pa.; W. Campbell George, East Palestine, Ohio; John B. McDonald, East Liverpool, Ohio; B. E. Salisbury, Syracuse, N. Y.

Public Relations Committee—Louis K. Friedman, chairman, Pittsburgh, Pa.; Charles L. Sebring, Sebring, Ohio; R. B. Smith, Chester, W. Va.; John B. MacDonald, East Liverpool, Ohio; E. L. Torbert, Syracuse, N. Y.; D. Wm. Scammell, Trenton, N. J.; C. E. Jackson, Wheeling, W. Va.; W. H. Locke Anderson, East Palestine, Ohio.

The Attendants

Those who signed the register included:

Active Members: W. Campbell George and W. H. Locke Anderson—W. S. George Pottery Company, East Palestine, Ohio; Marcus Aaron, Joseph M. Wells, Arthur A. Wells, Dr. A. B. Bleininger and W. H.

Emerson—Homer Laughlin China Company, Newell, W. Va.; John B. McDonald and V. D. Kinnan—Edwin M. Knowles China Company, Newell, W. Va.; Arthur E. Mayer and V. D. Hardesty—Mayer China Company, Beaver Falls, Pa.; Stewart Thompson and Otto V. Uberoth—C. C. Thompson Pottery Company, East Liverpool, Ohio; W. L. Smith, Richard B. Smith, J. Palin Thorley, Audrey H. Dornan, A. Bryce Palmer and Joseph Hoffman—Taylor, Smith & Taylor Company, Chester, W. Va.; Burt E. Salisbury—Onondaga Pottery Company, Syracuse, N. Y.; Malcolm W. Thompson, Joseph R. Thompson and Charles Bowman—Hall China Company, East Liverpool, Ohio; Charles L. Sebring—Sebring Pottery Company, Sebring, Ohio; Harry D. Wintringer—Steubenville Pottery Company, Steubenville, Ohio; D. William Scammell, Jr.—Scammell China Company, Trenton, N. J.; J. William Mackey—Paden City Pottery Company, Paden City, W. Va.; Thomas B. Anderson—Crown Potteries Company, Evansville, Ind.; Roy E. Henderson and Herbert K. Connor—Carrollton China, Inc., Carrollton, Ohio; Robert E. Boyce—Harker Pottery Company, East Liverpool, Ohio; D. E. McNicol, Jr., and E. K. Koos—D. E. McNicol Pottery Company, Clarksburg, W. Va.; Wilbur T. Pomeroy—Sterling China Company, Wellsville, Ohio; R. A. Ahrendts and G. D. Agnew—Universal Potteries, Inc., Cambridge, Ohio; Frank P. Judge—Pope-Gosser China Company, Coshocton, Ohio; A. M. Walker—Bailey-Walker China Company, Bedford, Ohio; Earl R. Crooks—Crooksville China Company, Crooksville, Ohio; George Bauer and Edwin Filbert—Edwin Bennett Pottery Company, Baltimore, Md.

Officials: Charles F. Goodwin, secretary-treasurer, East Liverpool, Ohio; John E. Dowsing, customs manager, New York; Charles E. Donley, traffic manager, Pittsburgh, Pa.

Associate Members: R. Dührssen and Alfred Dührssen—Decalcomania Products Company, East Liverpool, Ohio; Thomas Faulkner—Edgar Plastic Kaolin Company, Columbus, Ohio; R. L. E. Chambers and John T. Blue—Rudolph Gaertner & Co., Inc., East Liverpool, Ohio; Richard Brian—Harshaw Chemical Company, Cleveland, Ohio; Charles C. Ashbaugh—S. C. Williams Company, East Liverpool, Ohio; William W. Irwin—Potters Supply Company; H. B. Du Bois, J. M. Manor and V. V. Kelsey—Consolidated Feldspar Corporation, East Liverpool, Ohio; C. H. Peddrick—United Feldspar Corporation, New York; Carl Dittman—Roessler & Hasslacher Chemical Company, New York; T. A. McNicol and Gus Vogelsburg—Hanovia Chemical & Manufacturing Company and Ball Clay Company, East Liverpool, Ohio; Nelson G. Phelps and D. M. Cronin—Ladd-Crowden Engineering Company and Cronin China Company, Minerva, Ohio, and Lockport, Ind.; H. A. Smith—Palm, Fechtler & Co., East Liverpool, Ohio; G. R. Swinnerton—Moore & Mun-

ger, New York; George Brian—Paper Makers Importing Company, Hanovia, Pa.

SPECIAL ATTENDANTS: W. E. Brown, secretary, Semi-Porcelain Code Authority, East Liverpool, Ohio; Eugene Milener, American Gas Association; C. D. Beattie, East Liverpool, Ohio; C. M. Franzheim, Wheeling, W. Va.; Julius G. Kaufman, *China, Glass and Lamps*, Pittsburgh, Pa.; B. C. Nebo, Jr., *Crockery and Glass Journal*, New York; J. M. Lange, *Ceramic Industries*, Chicago.

The committee reports were as follows:

Report of the Labor Committee

It used to be, in days gone by, that it was only every other year when the Labor Committee reported on a labor conference with representatives of the National Brotherhood of Operative Potters. Now, for the past five years, we have had such a conference each year. This is undoubtedly a natural development due to the generally upset conditions under which we have been working during that time. There always seems to have been some reason for either our side or labor asking for a reopening of the agreement under which we happened to be working.

As we anticipated at our meeting here a year ago, the code has been a disturbing factor during all the past year. We have not suffered, though, nearly so much in this respect as have many other industries, because the members of our association were pretty generally living up to code requirements before it was approved. It did mean, however, some increase in our costs of manufacturing, but much less than the average in other industries, because so few of our people were earning less than the code minimum rates when it went into effect. There have been comparatively few complaints against any of our group because of infractions of the minimum-wage and maximum-hour provisions. Such complaints as there have been, we understand, have all been straightened out, and to the best of our knowledge our members are complying 100 per cent with these provisions.

Much the worst feature, in general effect of the NRA provisions, has been its effect on the attitude of our workers. We presume it was not so designed, but the net result has been to encourage the radical element among labor and give them many things to encourage activities which were contrary not only to the general good but to their own particular good.

After we reached an agreement at our labor conference here in Cleveland last December, there was considerable, and in some quite serious, complaint about our not having granted more than a 12½ per cent general increase. Due to the necessarily decreased working houses, there were a number of crafts in the pottery industry which were earning under the new agreement considerably less per week than under the old. It was very difficult, both for the managers of our plants and for the heads of the Brotherhood, to convince such workers that such a decrease was their share of the

cost of the "New Deal" and a greater distribution of jobs.

It is our opinion that this general unrest was largely the cause of the unauthorized strike of the mold-runners and batters-out which commenced on February 16 in the East Liverpool district. The difficulty in this case was entirely between the jiggermen and their employees, and was in no way the fault of any action of our members. Unfortunately, as quite frequently happens, the innocent bystander got the worst of it. This strike had some very nasty features, but the Brotherhood officials were strong in the stand which they took and which, of course, was the only fair thing for them to do—to the effect that all jiggermen should put forth every possible effort to keep their jobs going. No plant had a great deal of difficulty in getting sufficient strike breakers to man the jobs left vacant, but, of course, this labor was entirely unskilled and it did mean a serious reduction in production for several weeks. It was also necessary for the plants involved to obtain additional protection, both for the strike breakers and for their own property. We undoubtedly had a perfect right to demand compensation from the Brotherhood for such loss, although we did not make any effort to get it. We are inclined to think that perhaps we were wrong in not going after this.

On March 30 the strikers obtained a hearing before the National Labor Board at Washington, which ruled against them and ordered them back to work until such time as their differences could be satisfactorily adjusted. They paid no attention to this order, but there were an increasingly large number of them coming back to ask for their old jobs, and their own committee was finally forced, on April 15, to declare the strike off. The plants involved, of course, refused to give back to the strikers their regular jobs, and this decision is still in effect wherever the new men have been able to take care of the work they started satisfactorily. The Brotherhood urged us very strongly to refuse to take back, in any circumstances, certain of the ring-leaders, but we refused to make any discrimination of this kind as it was quite impossible for us to determine the degree of guilt in any particular case.

Shortly after this we came pretty close to the verge of another unauthorized strike on account of the elimination of the lunch hour to such workers as bisque warehouse women, kiln drawers, day-wage sagger makers, and odd labor. Certain members of these groups were creating so much disturbance on this score that it was getting out of the control of the Brotherhood officers. At their request we held what amounted to a mass meeting early in the summer in East Liverpool, and succeeded in quieting down most of the trouble, at least to the extent that this matter has not become serious since that time.

It was agreed at the labor conference of last December that a committee should be appointed to attempt to work out an approximately uniform wage scale for the district but based on the East Liverpool wage rates. This committee, which was headed by Charles L. Sebring, met two or

three times with representatives of the union, but could obtain no satisfactory settlement; and the matter was eventually postponed until our August labor conference.

It was also agreed at the December conference that a joint committee should be appointed to work out changes in the shops so that workers under the limited code hours could earn approximately what they had previously per week. This must have later seemed quite hopeless to the Brotherhood as well as to us because there was never a demand that such committee should meet, and to the best of our knowledge they were never appointed.

Throughout most of the summer things were comparatively peaceful in the plants for probably two reasons: First, most companies were working on restricted schedules due to lack of business. Second, the members of the Brotherhood were apparently waiting to break loose at their convention in making up demands for the forthcoming labor conference. And how they broke loose!

One bright morning in the latter part of July we received their list containing just seventy-six separate demands, covering everything from a trip to the johnny to something like a 95 per cent increase for kiln placers. We had not recovered our breath from this blast until they piled on six more of an even more drastic nature.

Most of you here were in attendance at our Congress Lake meeting, July 30, and will recall it was quite plain to all of us at that time that any increase in wages was quite impossible because the increase we had made in prices after the December conference did not cover our additional costs, and it was apparent that it would be hopeless to attempt to put across another price increase.

Your Labor Committee met the Brotherhood conferees at Atlantic City on August 22, and for ten days listened patiently (most of the time) to their representatives explain why all the things they asked were vitally necessary. And, believe me, gentlemen, both their officers and their committee members made as fine a case as possible from the material they had.

On our part, all these days we tried continuously to make clear to them the obvious fact that any general wage increase would force a price increase, and a price increase meant inevitably less business, with a consequent reduction in their actual earnings.

Clear up to the afternoon of the last day we seemed to have failed in what sounds like a very easy job. About that time it evidently dawned on their people that we really were talking facts. As you all know, the result was a new two-year agreement (with the usual reopening clause), which in the main was satisfactory to both sides. We did make them quite a number of concessions that we had not contemplated at the start of the conference, but I do not believe these will mean any substantial increase in manufacturing costs to any one of our manufacturers.

Committees were appointed to work out the following:

1. New piece-work prices on new saggars.
2. An increase in the jiggering price for mixing bowls.
3. New piece-work rates in the clay shop, where the men were relieved of moving boards.

Committees have not yet met on the sagger question, although they have been appointed. A definite settlement has been reached on the mixing bowl question. The appointed committees have met twice on the new piece-work rates in the clay shop and are now compiling data received in reply to questionnaires; both sides feel this is most important work and are anxious that no serious mistakes should be made in their conclusions.

We agreed at that conference that the manufacturers should encourage all workers to join the Brotherhood, but in no case should this be demanded. We resisted their very determined efforts to put over the closed shop. Another thing on which they made a strong stand, but which we, of course, had to refuse, was an understanding that no new labor-saving machinery should be installed in our plants until all idle workmen were employed.

Along with uniform rates for certain operations in the decorating shop, we agreed that where any new style of work was introduced into any decorating shop, which the liners felt belonged to them and the firm disagreed, the firm affected would meet a committee of the liners to discuss the matter. Such a case has come up in at least two of our shops since then, and the liners have taken such an arbitrary stand that in both cases the manufacturers have discontinued the patterns.

Another position the Brotherhood has taken recently, which is wholly unjustified, is in regard to the saggars made by New Castle Refractories Company and purchased for use by a number of our members. The sagger makers claim these are made in a non-union plant, the use of them reduces their employment, and therefore we must discontinue their use. At a meeting of the Labor Committee in East Liverpool two weeks ago we determined to tell the Brotherhood officers that nothing of this kind was covered by our agreement, and that they were wholly without jurisdiction in the matter. We understand that the union officials are trying to solve the problem to the satisfaction of the sagger makers by having New Castle Refractories Company agree to use union sagger makers in the plant they are starting to operate in Newell. We hope that each member of the association will refuse to go along with any members of the union in this matter if it is put up to them individually.

Your committee is now confronted with two special meetings with the union representatives in the near future. One to decide to what extent dippers should be employed on the new spray-dipping machines, and the other to decide who shall be employed in underglaze decorating. It would be futile to prophesy what, if anything, will come of these conferences, but we believe we can come to some understanding that will not seriously upset the present working arrangements in any of our plants.

It is quite natural that labor, and particularly union labor, has been encouraged by the NRA and certain policies pursued by its administrators to make absurd demands. There is no doubt that a great number of our work people have been affected by this attitude at Washington. As witness the great number of unreasonable and impossible demands in the list they presented before our last conference. In view of the result of that conference we believe, however, that the majority of the officers and members of the Brotherhood still have their feet on the ground and that they have sufficient intelligence and power to curb any violent outbreaks such as have occurred in other industries. We have earned the support of this element by virtue of the patience, consideration and common sense we have used in dealing with them through all the years of our association. It is up to us to preserve the present generally satisfactory relations by using the same virtues in meeting our employees and their representatives in the future. No pity should be wasted on any one of our members who gets himself in a hole by granting demands not justified by our present agreement; nor should any be wasted on a member who deliberately antagonizes his employees by taking an unreasonable and arbitrary stand on a request from them which has some justification.

Your chairman wishes to again take this opportunity to express his deep and sincere gratitude for the unfailing and generous support he has received from the general membership of our association, and particularly from the members of his committee.

Report of the Art and Design Committee

This has been another busy development year; consequently, there has been no opportunity for meetings. Except for material acquired by casual conversations with various committee members, these notes consist mainly of observations, estimates and views of your chairman.

DECORATIVE DEVELOPMENT

Decorative development in 1933-34 has shown great advances. The tablewares shown at the Pittsburgh Show of 1933 were widely diversified in type; and from present indications the buyers attending the coming January show will see a wide variety of decorative processes, particularly in the lower price ranges. This is a rather surprising condition, because where a new decorative type is concerned it is usually introduced in the higher price ranges and, if successful, later adopted to mass production conditions.

Probably for the first time in the history of the American tableware business each major factory is, consciously or unconsciously, developing a distinctive decorative style. Whether any particular style in use at the present time is good or bad in relation to accepted art standards does not alter the fact that the effort to create and produce individual and distinctive types and styles which can be readily identified

as being the product of a particular factory is a healthy sign which will react favorably in the interest of the American tableware business.

While plagiarizing and appropriation of successful types is still practised by those factories functioning with a minimum of the imaginative and inventive faculties, the larger organizations are slowly but surely creating and producing decorative merchandise possessing the qualities of a distinctive creative effort. We are approaching the period where it will not be necessary for the layman to look for the trademark in order to find out which factory produced the ware. The next step will be the elimination of any mental reservation in the minds of the buying public that a foreign product is in any way superior for no other reason than that the ware was manufactured two or three thousand miles away or because a particular factory bears the name of an individual who died two or three hundred years ago. Whether our wares are offered on the shelves of the syndicate stores or on the front tables of the large department stores, we must register the names of our factories in the public mind as definitely as the foreign organizations have planted their names in the minds of the American buyers and sales organizations.

DECALCOMANIA

Decalcomania as a whole has demonstrated no marked decorative advance during the past year. Requests for this and that arrangement and effect have been met with showers of sketches and proofs fathered and mothered by the same creative forces who perpetrate the pretty roses. In other words, we may be getting scanties and silk panties instead of red flannel drawers, but the face and the figure are also details to be considered in the general decorative effect.

The old lithographic flower-painters have been mainly responsible for the tableware decorative style which has been popular for two generations. This is a long run for one decorative type. Prohibition was one decorative style which lasted less than half this period, and it must not be ignored, by those who plan two or three years ahead, that any marked change in social custom or living conditions will result in other changes which in one way or another affect markets and commodities, including changes of decorative style. The glass industries have responded; and the architects, interior decorators and equipment houses who collaborate in building cocktail bars in hotels and residences are not designing these in the Victorian period.

Quoting from the Art and Design Committee Report of 1932: "Unless the decalcomania manufacturers produce patterns of a higher decorative quality within the coming revival period, there will be a more marked reversal to other decorative types and a considerable decrease in the use of decalcomania for mass production wares."

This cannot be done, as has been demonstrated, with existing material. Other artists who understand decorative ornament must be made interested in the possibilities of ceramic decorations. If this is not done within the next two or three years, the general mass production trend will be still further toward underglaze and other semi-mechanical processes now being developed in various organizations.

UNDERGLAZE PROCESSES

Quantity production decorated with underglaze colors has chiefly followed the hand-painted and roll-printed processes with a lesser interest in rubber-stamp patterns. The hand-painted wares consist of brush applications to relief panels and other details, and included with this type might be mentioned the polka-dot patterns applied with a glass rod. As the girls doing this work become more skillful with the use of the brush, it is to be expected that simple brush-work patterns will be developed following the technique used in the Italian hand-painted tablewares. As these wares are offered in the lower price ranges, there is every indication that there will be considerable development in connection with hand-painted processes during the coming year.

The printing process, which is a revival (in this country) of the Staffordshire underglaze decorations, promises to be an important factor in decorative development in the tableware business. As the equipment necessary for large production of diversified patterns involves heavy investment, and as the manufacturing processes demand close supervision and training of the operative forces, the latter alone involving an adjustment period of months, it is to be expected that only the larger factories will adopt this decorative type for large production.

Another reason, not related to the above conditions, concerns the scarcity of engravers. An engraved roll with a lay-out of three or four shapes requires approximately thirty days to complete, and, as mass production requirements would need from eight to ten rolls for a border and center pattern, it will be seen that an engraved line cannot be produced at a moment's notice. Rolls are being made by the etched process, and for small runs of simple patterns this method has been pronounced successful. Besides certain obvious differences in technique and decorative effect, there is a practical difference which must be watched very closely. The engraving is done directly on the copper roll, while the etching is done on a flat plate which is bent round the roll. This results in a seam which must be soldered or otherwise joined in such a manner as to provide a smooth surface which will not disturb the doctor or color knife, or cause the latter to scratch or otherwise damage the roll. In addition, the copper plate must be bent in such manner that it will form a perfectly true cylinder. If this is not done, there will be unequal pressure of the color knife and the roll will not only

require a heavy replating expense but it will not stand up in continuous production. Concerns producing these rolls realize these limitations and are exerting every effort to correct the unfavorable factors mentioned.

It would seem that the underglaze printing process will be with us for some time to come, and, while patterns on the market are following traditional English types, the future of this process will depend on the quality of decorative types yet to be developed. The writer is reluctant to leave this subject without commenting on the work of Joseph Thorley. It is no simple task, and it requires both high courage and a consummate knowledge of an untried quantity production process before this can be sold to an organization and afterward successfully developed to the shipping stage. The writer has seen recent examples of Mr. Thorley's T. S. & T. development, which will rank with any Staffordshire printed ware of any period and any factory.

OTHER DECORATIVE PROCESSES

Underglaze sponge stamping is still being done, and gold and silver stamped patterns are likely to be mass-production types during the coming year. Gold stamps are also largely used in combination with decalcomania. From a decorative viewpoint, the reservation with regard to these types is that stock patterns are used instead of original designs of more modern character. Patterns emphasizing color bands are being done in the higher price ranges. Sebring, as usual, is leading the way with first-class decorative types. Gail Turnbull is the first ceramic artist in the American tableware game to emphasize the beauty of color in tableware decorations. We are so tuned to pretty roses of a bilious-liver pink that we are unable to recognize good color when we see it. The purchasing public are so plastered with these liver colors that they even vote democratic, in desperation.

EXPOSITIONS AND EXHIBITIONS

In last year's report we bashfully recommended that some interest might be aroused with regard to some form of tableware exhibit at the Century of Progress Exposition. Here was a magnificent opportunity to sell a few thousand thirty-two-piece sets and to tell the world at large that the American potter was really on the map. We find instead a comprehensive show of Japanese wares of every description, manned with youthful but very earnest and enthusiastic yellow salesmen seeking, and probably getting, new American outlets. The only American representative in the pottery game consisted of a mediocre art pottery whose product could not possibly get them past the rubes and the uninitiated in decorative qualities. In contrast to our indifference to national exhibitions and expositions, every English factory of any size and importance is represented at the annual English industrial shows in London.

The recent Exposition of Modern Industrial Art held at Rockefeller Center in New York had on display the products of only two of our local factories, and the same condition exists at the Exhibition of Contemporary American Industrial Art now being held at the Metropolitan Museum. While these shows do not affect to-day's order book, they do provide a type of advertising at no expense which creates prestige both with the various markets and with the general public. The foreign potters have always been keenly interested in such activities, and this interest has largely contributed to the existing impression that a foreign ware is superior to the domestic product.

Mention should be made of the exhibit of early East Liverpool and other early American pottery sponsored by the East Liverpool Historical Society and held at the local Carnegie Library during the recent Centennial celebration. This was a remarkable show and should dissipate any doubt with regard to our ability as potters. There were scores of examples which properly belong to the great museums of this and other countries. It is to be regretted that a comprehensive part of the collection could not be retained as a permanent exhibit.

STYLING OUR PRODUCT

Is it possible in our process of planning decorative development programs that we steer too closely to existing popular types and give too little regard to style changes in other decorative commodities, and also to the opinions and views of the more cultivated laymen? If this is the case—and the writer has ample evidence to this effect—do we not create a condition where we deliberately confine our market range within the limits of the lower intellectual groups? Good taste and culture do not imply corresponding wealth. Consequently, there must be a considerable market for wares in the lower price ranges which without question will be acceptable to those who consider present mass production decorative standards beneath consideration.

If we would listen to such men as Richard F. Bach, of the Metropolitan Museum; Charles R. Richards, Joseph Sinol, Leon V. Solon and any number of officials in the various national art organizations, we would be told that there is a mass production market for a more modern decorative type in the syndicate stores. When we ask for definitions with regard to this marketable type, we are told that it has not been developed. We are reminded of decorative development in other fields and of the interest shown in the various exhibitions of modern furniture and other household effects. In any event, the trend is toward new decorative types, and in the tableware business the planning of the decorative program is becoming a more serious and complicated job for everyone concerned every year. Decoratively speaking, we function within ourselves, with our eyes on our competitors and our ears next to the nearest buyer, who, after all, is not

the censor for the entire country. Whether we are sympathetic to new ideas or not, the writer is wondering whether it would not be beneficial if we as a group could not obtain some disinterested review on our decorative development from some outside source. It would be easily possible to have at these annual meetings a disinterested decorative specialist in some other large commercial field to present a decorative analysis of our present products with their relation to known consumer requirements.

Report of Transportation Committee

INDUSTRIAL SAND CASES

As we previously have reported, these sand rates have been before the Interstate Commerce Commission for over two years for adjudication. Just to refresh your memory will state that the first case was brought by the sand producers, which appeared to be for the purpose of certain companies who wished to extend their markets. It was concluded in that case that "ground sand" was not involved; therefore, we produced no evidence and did not take a part in the case. When the commission's decision came out we were given a very heavy increase in our ground sand rates, very much to the surprise of the Transportation Committee and all the rest of us.

We appealed to the Interstate Commerce Commission for reopening of the case in order to hear the potteries about their ground sand rates. At the same time the Glass Container Association and individual glass companies also petitioned for further rehearing. The whole case was reheard and the potteries went in and produced evidence to show they were satisfied with their present freight rates, and certainly were not expecting any increases; in fact, they did not ask for any reductions.

The case was decided again in the early part of November, and when compared with the first decision we won quite a victory; but it indicates in some cases we received increases in rates and along with it we received quite a few reductions into the Ohio district on the Illinois ground sand. We have supplied, and are making a part of this report a detailed study of the commission's decision, showing the actual present and proposed rates.

The parties are not yet satisfied with the rates; neither are the railroads. It is not likely, however, that there will be any further reopening of the case, and we are ready to confer with individual potteries pertaining to the future of their sand supply, the question of whether they should go to sand plants located nearer their potteries or whether some other than the present arrangement should be made for grinding sand.

The Trenton potteries will benefit particularly from this decision if the rates are established as they have been proposed by the commission, as the rates from the Mapleton-Berkeley Springs district to Trenton would be reduced 50 cents by the net ton. Since writing this report, the Interstate Commerce Commission has granted

a postponement for the effective date of the industrial sand rates to April 1, 1935.

GENERAL FREIGHT RATE INCREASES PROPOSED BY THE RAILROADS

We are again facing a general increase in freight rates proposed by the railroads of the United States. It is generally referred to as a 10 per cent increase. In some cases it is more than that for the higher-rated products. Feldspar is scheduled for a 10 per cent increase, with a maximum of 20 cents per ton; ground sand, 10 per cent; with a maximum of 20 cents per ton; clay, 10 per cent, with a maximum of 40 cents per ton. Other products are closely related to these. The proposed increase in the so-called class rates which apply on our finished products, we would say would be from 2 to 3 cents on carloads, and 2 to 10 cents on less carloads per 100 pounds. There are exceptions to the increase where the rates meet motor truck competition under 220 miles. We have submitted to all of the potteries a complete statement of these increases and will make that a part of this report.

It is the view of the Transportation Committee that as many individuals or associations of companies should express themselves either for or against this proposed increase. We put out a questionnaire to all the potteries in order to determine just how they felt about it and only received ten replies. Generally, these replies are definitely against any increase in freight rates.

The railroads have used reciprocal trading in effective ways as propaganda in this case and definitely asked many shippers to support the petition, and which, of course, they have a right to do. But, some have resented their putting this on the grounds of reciprocal buying. As yet, the committee has not determined its action. Some larger companies have come out and definitely supported the petition, such as the United States Steel Corporation, and some companies closely affiliated with them.

In reading the account of the hearings throughout the country before the commissioners, we find them generally opposed to any increase. Many are favorable to the railroads having more money, but the shippers have not got it; therefore, they cannot give it.

FELDSPAR RATES

So far we have been able to delay any definite action tending toward increased feldspar rates. There are two proposals resting with the railroad committees and on which we made several appearances, both of which mean rather heavy increases, these proposals being for mileage scale rates. The two general sources of feldspar—New England and North Carolina—are served by different sets of railroads as to origin. Perhaps it is fortunate that we have competitive origin districts, as so far we have been able to resist the adoption of these increased rate proposals. Some of the results may be due to the railroads not being able to agree among themselves on just what should be done. Many of the railroads are favorable to leaving the present rates stand as they are, but there is one

particular committee or group that has contended for regimentation of all of these rates and which in the total mean increases. Development during the year shows the establishment of much lower rates on feldspar moving from the Rocky Mountain district and from the States of Colorado and South Dakota. This feldspar is moving east in quite a large volume, due to the willingness of the western railroads to establish rates for the long haul at very reasonable figures.

CLAY RATES

Outside of minor adjustments for particular potteries, there has been no general change in clay routes. The most important thing about Kentucky-Tennessee clay rates has been the disposition by the courts of Columbiana County of formal cases involving so-called under-charges for some twenty to thirty pottery companies.

At the time we secured the general reduction in our Kentucky-Tennessee rates we had a hang-over from a complex rate adjustment involving potteries located in and around East Liverpool. The technical question of whether this was crude clay or whether it was common clay was involved.

On advice from the Transportation Committee and the traffic manager, these under-charges were not paid, although we did find some companies outside of the association paid under-charges, and perhaps some potteries in the association paid small amounts in order to prevent court proceedings. These cases were all handled by William H. Vodrey and his associates before the courts, in co-operation with the Transportation Committee, and a fair decision was rendered. All of these under-charges are to be cancelled, thus relieving the potteries from payments.

PLASTER FROM SOUTHARD, OKLA.

We are pleased to say that final negotiations looking toward the actual publication of reduced rates on plaster from Southard, Okla., to pottery destinations have now reached the point that it is fully expected that these rates will be effective in the very near future. Actual publication has been temporarily delayed awaiting approval of certain technical features by the Interstate Commerce Commission, with whom a petition was filed several months ago. As soon as the tariffs are issued all interested will be promptly notified.

AUDITING OF FREIGHT BILLS AND PAYMENT OF CLAIMS

We continue to receive freight bills from a few of the pottery companies for audit. We wish all companies would send them in, as we have found that in the long run it pays. These days railroad rates are more complicated than ever, and there is more likelihood for mistakes being made. All freight bills should be audited. They should be sent to the traffic department, Dravo Building, Pittsburgh, Pa.

CONSOLIDATING LESS CARLOAD SHIPMENTS FOR MOVEMENT TO THE PACIFIC COAST AND OTHER POINTS

Our traffic department is without sufficient information to make a definite report

on practice. By that we mean they have not received information as to the volume of materials that are moving and what consolidating companies are being used. Recently, one of the companies that has been in business for some time in handling quite a volume of glass and pottery stated to our chairman that all of this business was to be turned over to a limited number of companies.

All package ware moving to the Pacific Coast, as a general rule, should be consolidated either via the rail or via the water line. Generally, the customers require it and give specific instructions. They pay the freight and have a right to route the shipments unless so doing makes it a particular hardship on the pottery company in the way of trucking long distance for consolidations. It is our recommendation that this matter be given early consideration by the pottery companies, a check be made and the traffic department informed on just how the present shipments are being handled, and whether or not the service and the rates are satisfactory.

ROUTING INBOUND MATERIALS

Annually we raise the question of whether or not there should be a central clearance on routing raw materials to the potteries. These are days of reciprocal trading on all matters, and when we want something from the railroads and they want something from us, reciprocity is generally the controlling factor. Many traffic managers keep a list of railroad purchases on their desks, and when they are being solicited by certain railroads reference is made to the loss of purchases and routings are prescribed accordingly. We developed a point some time ago as to the volume of purchases which the railroads make from the potteries and found in the general-ware trade that this is not very extensive. The traffic department would like to have some control over the routing of raw materials, which in many cases could be used to an advantage in dealing with the rail carriers on matters in which the potteries are interested and on which they need help.

PACKING EARTHENWARE

The committee has considered a recent report on an investigation of fiber-panel boxes to handle shipments of crockery, earthenware and stoneware which was made by the loss and damage prevention committee of the Atlantic States Shippers' Advisory Board.

This investigation was made by the receivers of earthenware, including a traffic manager for one of the large chain-store companies, and it shows the detail of shipments packed in teakwood boxes, fiber-panel boxes and No. 2 wood casks.

The report is intended to convey the amount of breakage under test shipment of each type of package, all the detail of which is in the hands of the traffic manager in case further information is required.

Report of Manufacturers' Cost Committee

During the past few years several matters of major importance have developed in our industry which have had a vital bearing on the requirement of any organized effort in manufacturing. In the readjustment of our activities following the World War it was first laid down as an axiom by the United States Chamber of Commerce that all successful manufacturing must be based on an intelligent understanding of costs, and it must appear to us as perfectly obvious that if we do not have such knowledge of our costs, then we can make no claim to competent business people or justify the confidence and respect of those we serve.

Then followed our participation in the National Industrial Recovery Act, when it was discovered that even if we were dubious and at times irritated over some of the provisions of this program, yet it held to some sound fundamental truths that could not be ignored, notably that any given industry must and should have a cost-finding system, and the code of our industry requires that we have such a system.

The Borton system has been used for a good many years, and by some of our members, especially those in the hotel-ware group, and at our last annual meeting this system was formally adopted for use under the code requirements.

You may understand, of course, that your committee has nothing to offer in a report to you bearing on the cost figures of any given item because of conditions in the various plants, and also the futility and danger of setting up an arbitrary cost element from an industry so susceptible to vicissitudes and changed conditions.

However, this system offers us its greatest value in an interplant comparison of figures in all of the different departments, and we suggest that some reasonable time be given to a general discussion of this intelligent and sane effort to know fully our cost conditions.

Report of Membership Committee

It is a pleasure for your Membership Committee to report at this meeting the following new members: United Feldspar Corporation, of 10 East Fortieth Street, New York City, as an associate member; the Universal Potteries, Inc., of Cambridge, which is the new firm name of the reorganized Atlas-Globe Company, formerly of the association; the S. C. Williams Company, of East Liverpool, Ohio, and as honorary members the *Ceramic Age*, of 170 Roseville Avenue, Newark, N. J., and *Ceramic Industry*, of 59 East Van Buren Street, Chicago, Ill.

It is our special pleasure to report also as an active member the name of the Edwin M. Knowles China Company, of Baltimore, Md., which brings back into the association the firm whose predecessors were one of the original members of the organization at the Merchants' Hotel in

Philadelphia in January, 1875, and who were responsible for the beginning of the pottery industry in East Liverpool in 1839.

Report of Kiln and Fuel Committee

A request to all members of the association for items of interest regarding kilns and fuels brought twenty-three replies, eleven of which gave information to be reported as follows:

The Steubenville Pottery Company, of Steubenville, Ohio, reports that its Harrop circular bisque kiln has now been in operation about two years, and is most satisfactory from the standpoint of uniformity of temperature distribution, fuel consumption and operating labor cost. This kiln has also been tried with glost ware and gave excellent results.

The Hall China Company, East Liverpool, Ohio, informs us that it has just purchased a Swindell-Dressler circular electric decorating kiln. This kiln is to be 37 feet in diameter over all.

The Crown Potteries Company, Evansville, Ind., has now completed its Ladd-Cronin glost kiln, which is in addition to a Ladd-Cronin bisque kiln and a Holcroft decorating kiln installed last year. These kilns are all working very satisfactorily. The new glost kiln has reduced the inferior selections materially.

The Homer Laughlin China Company, Newell, W. Va., has just installed two kilns in its remodeled plant No. 5; one bisque and one glost kiln designed by the Allied Engineering Company. "These kilns are 291 feet long and have an effective cross section 54 inches wide and 60 inches high. The special feature of these kilns is the provision for cross circulation, according to the Hull patent, in which the cooler gases are drawn from the bottom and discharged to the top of the tunnel. In part of the system this is accomplished by taking advantage of the stack action, while in another part the circulation is forced by means of fans, built from a heat resistant alloy and running in water-cooled bearings. The burners, using natural gas, are arranged in pairs and are of the proportional type in which the air pressure determines the volume of gas admitted. Indirect cooling of the ware through the use of thin, air-cooled partitions and metal plates is intended to reduce the volume of air blown into the tunnel. Air lock doors are provided in both kilns to avoid the disturbance ordinarily caused during the charging and discharging operations. The car tops are built up from interlocking blocks of about half the usual thickness."

The Harker Pottery Company, East Liverpool, Ohio, advises that it has recently installed another Ladd-Cronin circular bisque kiln 70 feet in diameter.

The Paden City Pottery Company, Paden City, W. Va., states that it has just remodeled its Ladd-Cronin decorating kiln installed six years ago. This kiln was direct fired and proved fairly satisfactory, but not entirely so as the gloss and luster of the colors were somewhat impaired. This has just been completely muffled and there has been a decided improvement in the quality

of the decorations; and a reduction in losses.

Lenox, Inc., Trenton, N. J., informs us that its working beam tunnel kiln is now operating with fairly good results. Recent alterations have just been made so that it is impossible to give the final experimental results at this date. Prior to the last change, entirely satisfactory results were reported on the hollow ware; and about 95 per cent satisfactory results on the flat ware.

"This kiln was built in connection with one of the research projects of the American Gas Association. The study began in 1928 when the association worked with the Department of Ceramics of Rutgers University to determine if: 1. Would it be possible to eliminate saggars and complete muffles on all kinds of glost firing? 2. Could the actual B.t.u. consumption per ton of ware be very materially reduced? 3. Granted that 1 and 2 could be answered in the affirmative as a result of laboratory and semi-commercial research and experimentation, could equipment for satisfactorily achieving these results be developed along practical lines?

"The laboratory results indicated that questions 1 and 2 could be answered in the affirmative and Lenox, Inc., was decided upon for the commercial test."

The Surface Combustion Corporation was designated to design and build the production firing unit, an open-fired glost kiln with the ware placed in open racks without saggars, described as follows:

"The kiln as built is 63 feet long, inside width 42 inches and height 22, and has the walking beam method of conveyance to eliminate the numerous objections of cars for such a small cross section kiln. The 63-foot length was divided about equally for heating and cooling. The heating end of the kiln was divided into three zones: First, a 10-foot section in which the ware was to be heated by convection entirely; second, a low-firing zone of about 10 feet in which were installed eight low-pressure gas burners, four on each side of the kiln and staggered, in which the ware was heated to about 1,800 deg. Fahr. by radiation and convection, and third, a high firing zone in which were installed eight low-

pressure gas burners, four to each side and staggered, in which the highest temperature desired was maintained.

"Since the initial installation several changes have been made, and the most recent development allows the kiln to be operated (as was originally intended) as an open-fired kiln throughout, or an open-fired kiln in the preheating section and protected-type kiln in the high heat zones or any desired combination of the two."

It is hoped that next year it will be possible to report just what changes were needed to produce entirely satisfactory ware, both hollow and flat, and information regarding the heat requirements per dozen of ware to accomplish this.

The Carrollton China Company, Inc., Carrollton, Ohio, has just installed a gas-fired Ladd-Cronin circular decorating kiln, which gives more uniform firing at a lower cost than the old style kilns.

C. C. Thompson Pottery Company, East Liverpool, Ohio, reports that it is erecting a glost tunnel kiln built by Robertson & Co., which is similar in design to its present glost kiln.

The Onondaga Pottery Company, Syracuse, N. Y., is now installing a Swindell-Dressler multi-burner biscuit kiln. This kiln will be 182 feet 6 inches long, with a placing space 3 feet 8 inches wide and 4 feet high. On the proposed firing schedule of 80 hours, the kiln will turn out about 7,500 dozen per week; with an estimated fuel consumption of 55,000 cubic feet per 24 hours of 1,000 B.t.u. natural gas.

The furnace zone of the kiln, about 43 feet long, will consist of twenty-eight burners on each side of the kiln; fourteen located at the level of the car platform, and fourteen above the top of the ware-placing space. This zone will have the burners divided into three units of automatic control.

The preheating zone, approximately 20 feet long, will consist of seven burners on each side firing at the car platform level.

The entrance end of the kiln, approximately 25 feet long, will have five exhaust flues on each side, taking the products of combustion out at the track platform level.

In addition to this position of the exhaust ports and crown baffles, there will be two recirculating systems in the entrance end of the kiln to aid in keeping the bottom and top temperatures of the load uniform. One system will draw the gases from an opening in the end wall at the entrance of the kiln just above the propeller and will discharge these gases through a fish tail shaped sheet metal nozzle horizontally over the ware space toward the exit end of the kiln. The other system will consist of two fish tail nozzles in the arch of the off-take zone, discharging in the same direction and horizontally over the ware space, these nozzles being connected to the discharge side of the products of combustion fan.

Through this arrangement and multiplicity of burners, and the recirculating devices, it is believed that close control of temperature distribution throughout the burner will be obtainable at all parts of the carload.

The W. S. George Pottery Company, East Palestine, Ohio, states that it is having some remarkable results with the cast saggars made by the New Castle Refractories Company at New Castle, Pa. They report that "for general ware purposes these saggars are almost ideal. They are smooth, light and hard." The saggars are made by the casting process, including the pin-holes, so that all edges are regular and not easily broken. Quoting from its report: "It is not necessary to use any sagger wash, either glaze or edge wash. The life of the sagger is very long, and some records of ware selection show as much as 94 per cent RK from large numbers of dozens placed."

The Onondaga Pottery Company, Syracuse, N. Y., also has been experimenting with a number of these cast saggars. They are appreciably lighter in weight than the saggars made by machine from plastic clay, and indications to date are that they have an average life nearly equal to their machine-made saggars. They appear to be particularly advantageous in cutting down the weight of refractories used in the kilns, and still give a high percentage of good ware from the kilns.

Mrs. Roosevelt Says President Selected Dinner Set Design

President Roosevelt, and not Mrs. Roosevelt, as most people suspected, picked out the design for the new 1,000-piece set of Lenox china for the White House. However, Mrs. Roosevelt did add her own Rooseveltian touch—a delicate design of roses from the family crest in lieu of the conventional scrolls on the inside rim.

Her husband's china-set choice, Mrs. Roosevelt disclosed at a press conference recently, was a blue band with gold edge and gold stars, topped by the President's

seal. She made it clear it was the President's seal, "which all White House china always carries," and not the Roosevelt crest, as had been erroneously rumored.

Her only part in the choice of the \$9,000 china, Mrs. Roosevelt said, was to suggest it would make it more interesting historically, since the White House kept a china collection, to have some touch distinctive of this Administration, and the roses from the old Dutch coat-of-arms were chosen.

Previous Presidents had left precedents

for distinctive marking of china sets, notably Benjamin Harrison, who had his name and date put on back of each plate.

"I first tried to fill in the old sets," Mrs. Roosevelt said. "But when I found that it cost \$15 for a cup and saucer, and \$15 for a cover to a single dish, I decided it would be cheaper in the long run—and would also give work to an American firm—to have a complete set."

As announced previously in THE SALESMAN, W. H. Plummer & Co., of New York, were the successful bidders.

Helen Johnson Has Had 3 Years of Business Life, 1 in China—A Climber

Three Years Ago Helen Johnson Decided to Make a Name for Herself in the Realm of Business—She Got a Job with Macy's and Another with Altman's Which Occupied Two Years—Then the "Big Moment"—A Buyer's Job with Spear's

AN EDUCATIONAL career that was broken two years after collegiate matriculation by a happy span of a decade or so as wife, mother and tennis player par excellence, the latter in order not to become a tennis widow—that was the not at all unusual experience of Helen Johnson up to three years ago the first of this past November. Then, without any previous experience, Mrs. Johnson decided to enter the business world. She spent the better part of a year and a half as comparison shopper for R. H. Macy & Co. Then came seven months making merchandise surveys for B. Altman & Co.; and then, after two years almost to the day, she was appointed buyer of lamps, primarily, and later other lines for Spear & Co., the installment furniture house. China was soon included among her activities, which since have been extended to take in glassware, silverware, bathroom furnishings, draperies, bedspreads and comfortables. Mrs. Johnson has been operating in the dinnerware field about a year only, yet she has already made a name for herself for her sagacity and business acumen. The purpose of this article is to confine itself exclusively to her activities in the dinnerware field, in which she is now regarded with respect for her apparently ripe judgment and ability by all who come in contact with her.

Her story is a minor epic of commercial success that cannot be gainsaid. She took over a disorganized "cats and dogs" department, the nature of which she knew practically nothing, and by sheer ability and initiative not only more than doubled the sales for the year but found time for other work as well. Her story should be an inspiration to many, in these times of stress, of a woman who made a job for herself where no job existed previously, and who has proved conclusively the value of department store training along the right lines which has made itself valuable in a somewhat different field.

"When I decided to enter the commercial world," said Mrs. Johnson, "I was at first somewhat at a loss what to do. I had no commercial training at all. My two years in college had not included any special courses to fit me for the sphere of business activities." Mrs. Johnson remarked, incidentally, that while she thought a college training might furnish a pretty fair background in business life, she did not think that it was really necessary, and that the

idea adopted by certain organizations of hiring only young college graduates carried educational requirements to an unwarranted extreme. Nevertheless, she secured her first job with R. H. Macy & Co., and was assigned, as already noted, to the comparison shopping department.

"It was a marvelous experience," said Mrs. Johnson, "and any success I may have had I attribute largely thereto. I don't know whether the public realizes it—this department of the Macy organization functions over a radius of fifty miles from New York, and an individual who works in it for the almost year and a half that I did secures the background of merchandising that would fit him for activities in many and widely diversified fields. I came to know wares of every type sold in department stores; what they brought here and there, and how they were merchandised; how a certain promotion in a certain locality would go over well and fall absolutely flat in another. I made mental notes of all that I learned, and I am frank to admit that they have served me well since."

The importance of this experience cannot be ignored, and might indicate to ambitious young people intent on a department store career the advisability of such a training.

Mrs. Johnson's next job, as again already noted, was in the merchandise office of B. Altman & Co. Having been with a house that catered to the masses, she sought a position with a concern whose clientele was largely with the classes. With Altman's she spent seven months making merchandise surveys. Much of this was field work and included careful study of the space allotted to a given department, the general quality of merchandise handled and, as near as she could gather, the approximate number of sales and the prices thereon in the department in question. Here again it was a case of everything from stockings to fur robes, housefurnishings and china to jewelry, with the result that, with a native ability, she had within two years learned more about retail merchandising than many people know in a decade, or perhaps in their entire lives.

Then came the opportunity to go with Spear & Co. The Spear business is conducted along entirely different lines from that of the ordinary department store. Some cash sales are made; the great bulk of the business, however, is done on the install-

ment plan. The customers are not frequent repeats. The clientele is largely among the humbler wage-earners who want to furnish their homes without a capital background, and who pay their limited amount down on an initial purchase and then a given sum per week out of their earnings. In other words, a salesperson for such an organization cannot very well build up a steady clientele, as is possible in a department or regular specialty store. It is his job to please a customer on perhaps his first, and maybe his last, visit in several years to the establishment. This salesman, incidentally, is paid on a straight commission basis. But more of that later.

It was into this new environment, however, that Mrs. Johnson projected herself when she went with Spear & Co. on November 1, 1933. Previous to that time the concern had handled china, but it was regarded more or less as a stepchild. This, that or the other buyer made a large or small purchase as he saw fit, and left it to the gods of chance that the concern would be successful in marketing it.

"I quickly sensed after I had taken hold of the lamps," said Mrs. Johnson, "that something was 'rotten in Denmark' so far as china dinnerware was concerned, and when I was given authority to take over the department I immediately installed a system of organization. Now, it is one thing to buy goods right and something else again to sell them. Our problem is entirely different from that of the department store buyer, who has a limited number of clerks directly under his supervision. In our establishment I supervise all the stores in the metropolitan district of New York, including not only Manhattan but Brooklyn and suburban Jamaica. Every salesman in each establishment sells everything in the place. He would not be human if he did not want to make as large a sale as possible to each potential customer and then get back in line again—for the salesmen here work in line assignments—for his next opportunity. Now, if a man has sold a customer a set of dining-room furniture it would be the most natural thing in the world for him to suggest a dinner set to go therewith; but he could hardly be blamed if he were not overenthusiastic regarding selling a purchaser, who had spent perhaps three figures, a thirty-two-piece set for, we will say,

(Concluded on page 50)

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STYLE
PRICE



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HAROLD MESSLER

CHINA AND GLASSWARE BUYER FOR
FREDERICK LOESER & CO.

Harold Messler, of Loeser's, Started As Christmas "Extra" 28 Years Ago

Loeser's in Brooklyn Has Long Had Reputation of Carrying Ample Stocks of Staple Lines in China and Glassware and to Show Them First—Never Be "Out" of Staples, Says Harold—
As for Fancy Lines and Novelties, He Strives to Show Them in Great Variety

NO TWO men achieve success in any given field by exactly the same methods. One will excel in one direction, another in an entirely different one. Obviously there are certain fundamentals that every successful man must possess, and to be a successful buyer of china and glassware one must, first of all, be a merchant, know how to buy and how to sell, with all the ramifications that this implies, and must, in the second instance, possess those qualities of leadership that inspire those under him and make of them good assistants and

good salespeople. The rest is secondary. Even an ancient and intimate knowledge of the particular merchandise is not materially necessary. Some of the most capable buyers the trade has ever known have come to the field with a virgin mind so far as china and glassware are concerned, but with the other fundamentals already referred to in a big way. It is true that these individuals are the exception; but that some men even overcome these handicaps is interesting.

Throughout the country to-day are numerous young men and women occupying, per-

haps, unimportant positions in china and glass departments, but filled with ambition. "How," they wonder, "did so and so get to the top? What is the secret of his success?" It is to enlighten these ambitious youngsters and others who, perhaps, are holding positions as buyers for small concerns that **THE SALESMAN** from time to time runs interviews with successful buyers for big houses and, in conducting these interviews, endeavors to catch the spirit that has inspired the subject of the interview that enabled him to

reach and continue to hold the high position he does.

The subject of this interview starts a lad in the Bamberger china and glass department in Newark, N. J., in the winter of 1906 getting a job as a contingent clerk in the stockroom of the china and glass department. He must have been a bright lad, for, while the great majority of the contingents were let go Christmas eve, he was told to report back on December 26 as a regular member of the staff. He spent six years of hard work in the stockroom and learned it thoroughly, as he would have doubtless learned the stock of any other department. But he then acquired a thorough knowledge of what it meant to keep up stock and the undesirability of permitting stock to become broken. Then, in 1912, he was made head of stock on the floor, and the trade began slowly to realize that there was a bright young man in the Bamberger china and glass department by the name of Harold Messler who seemed destined for bigger things. Then, in 1916, he was made assistant buyer, serving first under George Minard and later under I. Feldman; all the time, of course, under the super-guidance of that master teacher William Benedikt. When Mr. Feldman resigned in 1922, he was made buyer and continued in charge of the department up to 1930, making trips abroad in '24, '25, '26, '27 and '28. In 1930 he resigned and spent a year and a half in the Kresge Department Store, also of Newark, and in October, 1932, he assumed his present position as buyer for Frederick Loeser & Co., of Brooklyn. This brief chronology of Mr. Messler's is important only in the giving of his background. He has during his career developed certain well-known characteristics that have tendered to make for the success that is admittedly his.

"What," he was asked, "do you consider the one most important feature in successfully managing a china and glass department?"

"A complete assortment of staple items," replied Mr. Messler, without a moment's hesitation. "And this naturally goes for china and glass in all its ramifications. I am happy to say that the store management here is in complete accord with me on this point, and no matter how heavy the stock may be money is always available to fill in on necessities. I might also remark that we have built up quite a reputation in this regard. Customers can always find here a wide choice of patterns in all staple lines. With the result that they feel they will not be disappointed if they come shopping in Loeser's. No, we do not advertise this with printer's ink; we let our activities speak for themselves, with the result that not only does Mrs. Brown, who has been dealing here, know of our complete stocks, but her neighbor Mrs. Smith hears about it and so does our reputation spread."

This comment from Mr. Messler is most interesting. He is known as a big operator and is sometimes jestingly referred to by his friends as "Carload Harold." He is not only known, incidentally, for his operations on a large scale and for keeping up his

stock of staples, but also for his almost uncanny knowledge of everything and anything that can be secured and of having not only a well-assorted and complete stock of staples but a goodly and widely diversified array of novelties as well. Yet his stock is not really overheavy for the business done. And this brought out another important point in the conversation.

"Do not think," said Mr. Messler, "because I believe in big assortments that I permit our stock to become overly heavy. A stock is never big if it is liquid. A small stock may be too big if it contains an undue proportion of slow movers. In addition to our semi-annual stock-taking, we have a system whereby I am furnished every month with a list of the merchandise on hand which shows clearly anything that has tended to slow up. Naturally, I keep my eye on those things which are not moving as rapidly as they should, and if at the end of two months 25 per cent of the slow movers have not gone out that entire stock is cut 25 per cent. If at the end of another month a 25 per cent reduction during that period has not been affective, another 25 per cent cut is made, and so on until the slow movers in any given line are reduced to a minimum."

Various systems for working out slow movers are adopted by different stores, but this Loeser-Messler system seems to be an excellent one.

"Our manner of departmental display," continued Mr. Messler, "tends to emphasize the completeness of our stocks. Everything is segregated into one place and there is no duplication; thus we have all our open stocks of dinnerware in wall fixtures in one part of the department. Dinner sets are not mixed in therewith, but are shown in their entirety on floor tables, and there are no open stocks on these tables. It's the same with our open-stock glassware suites. The various members of the sales staff—and they are, by the way, a fine, loyal aggregation of workers, some of whom have been here for well over twenty years and received their initial training under the revered George Anthony—have certain lines in which they specialize. There are some dinnerware girls and some glassware girls, but they all have a more than adequate training in the entire department. With the result, let us say, that a saleswoman gets a customer for dinnerware. When she has completed that sale she will try to interest her in appropriate glassware to go therewith, and then perhaps table ornaments, etc., until the possibilities are exhausted. She is thoroughly competent, both by knowledge of stock on hand and the nature of the merchandise, to handle a sale in any part of the department, but when the sale is completed she returns to her own particular section.

"Years of training have, of course, fitted these people to do just this. But new goods are constantly coming in, and in order to keep the clerks posted on these new things we hold a staff meeting every Friday morning from nine o'clock to nine-thirty, when the store opens; and more frequently, as the case demands—as, for instance, when we get

in, perhaps, a lot of new dinnerware all at once, or maybe a big shipment of pottery."

All of which may be summed up as follows: Having the staples in big quantities; having no outs; having a goodly variety of fancy lines; keeping a close stock control to prevent any accumulation of slow-moving items, and working the stock out also by intelligent and well-trained salespeople.

Helen Johnson Has Had Three Years of Business Life

(Concluded from page 46)

\$2.95, which is our lowest price, and which would take up half an hour's time and only net him the price of a package of cigarettes.

"My real job, then, was to install a line of merchandise that would make it interesting to the salesman to sell; and while we still have thirty-two-piece sets that sell at \$3.95, and at special sales \$2.95, we have fifty-three-piece sets at \$5.95 and ninety-five piece sets at \$11.95 upward. Our average is about \$39.50, and we handle sets up to \$69.50. The \$39.50 figure, however, tops them all in sales.

"Occasionally I deliver talks to the salesmen in the different stores, but my main method of communicating with them is through bulletins, to which I have found them to be most responsive. In these bulletins I try to give them sales talking points to help them in their work, telling them of the nature of the merchandise, the form and nature of the decorations and the shape, and its real value.

"Dinnerware, for reasons I have explained, constitutes the major portion of our activities in the chinaware field. When I say 'dinnerware,' of course I mean 'dinner sets.' Naturally, we are not hung to handle open stock; nor yet, by the same token, could we handle fancy items to any great extent; the salesmen would not take the interest in them. We go in for glassware to a limited extent, but here again comes the problem of making potential sales worth the salesmen's efforts. In a word, my job is selecting merchandise that will appeal to the public; that will satisfy the public and make it worth while for the salesman to handle. It sounds quite simple, doesn't it?"

Mrs. Johnson's job is much more than she modestly expresses it. She is not only a capable saleswoman to the salesmen—which is perhaps of premier importance—but a capable judge of values and selling qualities. She has done a splendid job for the concern with more or less remote work, as, for instance, handling all the publicity in a big and successful way in the Jamaica store, which was opened last summer. Yet the woman who was not in business for the major part of her life crops up every once in a while and inquires, almost belligerently, why there are so few women china buyers in the country compared with men when it is women, after all, who do most of the buying. This is beside the question, but her experience should certainly prove an inspiration to those who are looking for a job. She did not take a job—she created one for herself.

Tips for Alert People in The Great Game of Selling

Every Successful Salesperson in a China and Glass Store or Department Began At the Bottom, Knowing Little or Nothing About the Business, But Caring a Great Deal About Learning—How About You?

Written Exclusively for THE SALESMAN by Frank Farrington

THE owners of stores and the managers and the department heads are all concerned themselves daily with the changes taking place in business. For some time it has required commercial agility to keep pace with the times, and those who have failed to do this have found themselves going downhill. It ought to be the duty and the desire of every salesperson to keep in touch with changes, but there are many such who are thinking of their occupation only in terms of customers and merchandise sold. Just a word to remind the people behind the counters or on the selling floor that intelligent selling to-day requires knowledge of the background of business, knowledge of industrial conditions, production volume, the unemployment situation, knowledge of codes and government regulations. It is not necessary to air such knowledge before customers not interested in such things, but the knowledge ought to be available and it will inevitably help the salesperson to be more useful in the business and to adjust his ideas more closely to the objectives of the management. A little less time spent over the literature of Scotland Yard, gangdom and Hollywood and a little more spent on the business news in daily papers and trade periodicals will make anyone's position more secure.

* * *

Walter Wellman, whose name will always be associated with the giant dirigible *America*, once declared: "I am one of those people who would rather sit on a cowcatcher and watch things before you get to them than sit in the observation car and look at them after they're gone." And I know a very successful retail salesman who often says: "I don't get any kick out of post mortems. When a customer's gone, she's gone, and I'm thinking about the one coming in the door instead of the one who just went out." That is all very well, and it is the forward-looking person who gets along fastest and goes farthest, but I can't help thinking that it is a good plan to think over the mistakes made with the last customer. Why couldn't I interest that woman in something, even if she did say she was just looking? Something caused

her to come into the glass and china department. She didn't want to commit herself by admitting she was looking for a special thing. She wanted to leave the way open to go out without having to resist a definite selling effort. But she must have had some idea in mind. Perhaps she was thinking of a gift to some friend and thought she might see something she would like. If I could have found that out and discovered what the friend's tastes were I might have made a sale. It should do me good to give a moment's "post mortem" to that case to discover, if possible, why I failed to find out the things I needed to know. If I don't think about yesterday's mistakes, how am I going to avoid making the same mistakes to-day?

* * *

Napoleon, in selecting a new general, would always ask, "Is he 'lucky'?" Some people do not believe in luck and they are probably right in thinking sheer luck cannot be depended upon to get a man very much. Personally, I believe people are pretty much responsible for their luck. E. W. Scripps, the newspaper owner, writes, in his reminiscences, "I never knew a fool to have any but bad luck." If you are developing an idea that you are not lucky with customers, make up your mind there is a reason for the lack of luck. Instead of hanging up the bad luck alibi, see what you can do to change your luck by putting more brains into your efforts.

* * *

There is one thing I have always been interested in thinking about in connection with any customer, I have waited on. That thing is what that customer says after going out of the store. I know what salespeople say after different types of customers have left, and some of those things might better be left unsaid, because they occasionally get passed on until they eventually reach the customer's ears. But what the customers say—that is something else—and it would, no doubt, in many instances open our eyes to shortcomings we have not realized existed. Customers who are too polite to say what they think of the store's clerk service in the presence of the clerks will

tell their friends after they leave the store, and rarely does the story shrink any in the telling. And would your ears and mine burn sometimes if we could but overhear such comments? I suggest that for one day—just one single day—you who read this take a moment, after each customer's departure, to make a mental guess at what that customer would be saying if she expressed her opinions about the way she was treated. She might be right or she might be wrong, but right or wrong that expressed opinion is the one that is passed on and has its effect upon people's opinion of the store.

* * *

Said Grover Cleveland once, in speaking of an acquaintance prominent in political affairs: "He has the tongue of an angel, the brain of a Pitt, and he's the damndest liar that ever lived." There is a certain smooth salesman of whom that statement always reminds me. He believes good salesmanship consists in being slick enough to make the customer think black is white. If he can sell a tea set for Wedgwood by explaining that the reason it is not stamped Wedgwood is because it is a factory second, practically perfect, but bought at a low price because of some minute technical defect, he will rejoice at having made someone believe that palpable falsehood. His idea is that the end justifies the means and that the sale is the one and only end worth considering. Unfortunately for him, people are learning that he is too slick to be trustworthy, and customers are passing him by to trade with a salesman who is not as gifted with the power of gab, but has more of the honesty that creates confidence for to-morrow, though it may on occasion lose the sale to-day.

* * *

"I have made sales now and then," a saleswoman told me, "just by finding out that the customer wanted to mail the piece of glass she was looking at and I told her we would be glad to pack it up all ready for mailing and even mail it for her if she would like us to. Customers don't always say so when they are buying something that is to be sent away, and they will

hesitate and perhaps not take some item that is fragile and not easily made ready for safe shipment." I suppose any glass and china store will gladly provide this service without charge, but sometimes the offer is not made and the customer thinks only of the trouble she will herself have in packing and mailing. I believe it is worth while to make the offer, even when it looks like inviting needless bother.

* * *

A certain saleswoman has profited by her visits to several antique shops and shows where she saw pattern glass being featured and sold at high prices to people who did not know or care that the pressed glass of such designs is only twenty to fifty years old. She has arranged some pattern glass displays, setting up a small dinner table with full service all in one pattern and color, making an effect easily gained by one immediate purchase when months, perhaps years, would be required to collect a set in buying the prices at antique shops. Reproductions of the older patterns will sell to many women who like the effects their acquaintances get with them, but don't feel any interest in the glass being old. This saleswoman has even bought Ruth Webb Lee's book on American pressed

glass, and knows the patterns that are to be had in reproductions.

* * *

Did you ever have a customer come in the door just far enough to ask the price of something displayed in the window and then turn around and go right out without comment when the price was named? That may easily happen in a small store or in any store where the price may be asked of someone right at the front of the store. It is desirable to know the price of the items in the windows, but it is sometimes a mistake to come right out with those prices before leading the customer far enough into the store to get her into conversation about the things that have interested her. The mere snappy quotation of a price may make it too easy for the visitor to get away without offering opportunity to sell her something. Plenty of sales may be made to customers who ask prices out of mere passing interest if it may be possible to get them to talking about what they see and what they like.

* * *

Is it good business to ask a customer to pay for a piece of glass or china broken accidentally in looking around the store? I saw a young man, accompanied by his sister, break a piece of glass the other day

by his carelessness in picking up a decanter and letting the stopper fall out upon a glass dish on a table. The young man at once offered to pay. He took out a five-dollar bill and handed it to the saleswoman who went to the manager and explained what it was for. The manager brought the bill back to the young man and said: "I don't want you to pay for that. It was just an accident and we don't mind what little expense a thing like that makes. We never want to pay for accidental breakage unless the circumstances are very exceptional." The young man was very much pleased, and it is safe to say the store will not lose in the long run by the manager's courtesy. Possibly there might be a case of breakage when it would be too much of a loss to act in that way, but even then there ought to be some sort of a division of the loss that will make it easy for the one who was responsible. I know a woman who has never been back to a store she used to patronize largely because she accidentally broke an expensive plate and the manager of the store acted unpleasantly about it and took full payment, including his profit on the plate. Such a situation calls for tact and liberality, and such loss as may be involved may well be charged up to advertising or good-will.

Contemporary American Industrial Art Exhibit at Metropolitan Museum

The outstanding feature of the Thirteenth Exhibition of Contemporary Industrial Art now being held at the Metropolitan Museum of Art in New York is, from a ceramic standpoint, the number of new participants since the inception of these exhibits. The names of Steuben, Libbey and Lenox have ranked high—and, indeed, for a time all but dominated the ceramic arts. But year by year others crept in. It is interesting and pleasant to note the present exhibit contains offerings from close to a score of concerns which more recently have been turning out art products worthy of the name and worthy, also, of museum showing.

Particularly outstanding, perhaps, are those of Gladding, McBean & Co., for over half a century large manufacturers of pipes, sanitary porcelain, etc., on the Pacific Coast, and who only a year and a half ago established an art pottery department, and the James River Pottery Company, of Virginia, which formerly, under another name, turned out only a very popular-priced line of dinnerware. Then, there are the exhibits, some for the first time and some only for a very few times, of such well-known concerns as the Homer Laughlin China Company, the Sebring Pottery Company, the Buffalo Pottery, the Onondaga Pottery Company, Haeger Potteries, the Galloway Terra Cotta

Company, A. H. Heisey & Co., T. G. Hawkes & Co., and the United States Glass Company.

The exhibit includes a number of complete rooms, designed and sponsored by well-known architects, in which are a number of examples of china and glass, if not created by these architects, at least sponsored by them as fitting into the ensemble. Most of these rooms, it might be mentioned, are particularly in the ultra-modern mode. Yet it is worthy of note that while the ceramic exhibits contained therein are thoroughly in the picture, they are not invariably of a character that, as some humorist has suggested, demands the room be built around them. In other words, they would fit into many settings not so extremely modern.

In addition to these special rooms are some cabinet exhibits, also very interesting, and which include very meritorious examples of both pottery and glass making.

Reference has already been made to the debut of Gladding, McBean & Co. This concern is represented by only two items, both of which form a part of a music room corner and include a lively but simple bowl and an equally simple flower vase. There is nothing of the extremely modern in either of these pieces; rather are they merely splendid examples of the potter's art, both

in form and in coloring. Both items, it is understood, were styled by Kay.

Particularly advanced is some new dinnerware designed by Simon Harris Slobodkin and Eugene Schoen, and executed by the James River Pottery Company. Gale Turnbull has done some good things for the Sebring Pottery Company, for which he is the well-known designer. R. Guy Cowan, whose name is familiar to the trade as at one time head of his own art pottery in Ohio, has designed some sound things for the Onondaga Pottery Company, best known as manufacturers of hotel china but recently in the dinnerware field. Frederick H. Rhead, eminent art director of the Homer Laughlin China Company, has contributed some interesting items to the exhibit. Victor Schreckengost, one of the best known of the younger ceramic artists, and who for the past few years has designed shapes for the Limoges China Company, is represented by examples of his art turned out by that concern and decorated by Donald Deskey. Mr. Deskey, by the way, designed the dining room in which this Limoges product is shown. Honka Karaz makes his debut as an exhibitor with some special creations of the Buffalo Pottery which include both a modern but thoroughly commercial service for
(Concluded on page 71)

Stunts Live Ones Are Doing You Will Like to Know About

Merchants, in and Out of the China and Glassware Trade, Often Conjure Up Novel Schemes to Stimulate Business or Move Stickers—Here Are Some Recent Ones That "Went Over" in Various Localities

Written Exclusively for THE SALESMAN by Frank Farrington

WHEN the business boom burst over our heads five years ago and sprayed all of us with the shrapnel of disappointed hopes and shattered expectations, we crawled into our holes and pulled our bank deposits in after us and lay down to wait until the rampus was over. Then we were going to come out and start in right where we left off.

A lot of business men are still lying low and waiting. Some have passed out right where they fell, and others have crawled out and taken a look around and sat down to await the return of commercial peace and plenty.

But the live ones did not crawl into their holes in the first place, so they have not had to crawl out of them in the second place. They kept plugging along with all the energy they had, sometimes holding their own, sometimes slipping a little, sometimes gaining a little. And now they are going ahead from their present position. They are wasting no time thinking they can start from where they were when the slump hit them. They are not hoping to start off from where they left off. They are alive and doing things to keep their stores in the public eye. They are planning and scheming; and, above all, they are working. And they are getting results.

* * *

The One-Cent Medium

Have you noticed how the humble postcard is coming into its own as a means of correspondence and as an advertising medium? You are getting short notes and brief letters on postal cards, when at 2 cents letter postage those same messages would have been sent in envelopes. That means people will pay attention to a postal card now when once they only glanced at it and tossed it away. A series of interesting little advertising announcements on postal cards, mailed a week or ten days apart, will get a message across at very modest cost. I have recently seen an enterprising hardware merchant with a small china department using postcards and

grabbing off a lot of business on plain, staple items from the china store opposite him that was getting all of it. Why not see what you can do with postal cards with neatly typed addresses and a personal sort of message well printed?

* * *

Classified Advertisements

Stores rarely go in for classified advertising. They do not think of the "Want" and "For Sale" columns as being suited to their uses. And yet I have known a few merchants who have found such advertising valuable. One dealer, who has from time to time advertised in that way some special item, tells me he has never advertised a thing that way that he did not sell it. For the most part, that advertising reaches people of small to moderate means. It reaches people who are interested in making economical purchases of household equipment. I believe the dealer with a few odd sets of china he wants to dispose of at a low figure can move them every time through a "For Sale" advertisement in the classified columns of his newspaper, if the paper is not one of the huge metropolitan dailies. A small-town weekly should be a sure-fire classified medium. If you are a city dealer, try a few such classified ads in the weekly papers in the outlying villages. The cost is low and you ought to get results.

* * *

Automatic Door Opener

A good many years ago, when I was a clerk in a drugstore, my boss expected his clerks to open the door for each woman customer going out. If I waited on a customer and did not go with her and open the door for her—and for a man, if his hands were full of bundles—I heard about it. I don't notice clerks paying much attention to that sort of thing now, even in a small store where they could do it as well as not. But here comes a merchant with an idea that will help along that line. He has devised a scheme by which it is possible to open the door for a customer by simply pressing a button from some

convenient spot in the store. He has an electrical hook-up, with buttons in four different places convenient to the clerks. You push the button and the door-catch is automatically released and a spring pushes the door open. If you think it would please your customers to have this service call in an electrician and have him rig up such a device.

* * *

Outside Cigar Lighter

A merchant who wants to stop men in front of his store has placed an electric cigar lighter on the casing beside one of his show windows. A neat little sign reads, "Light Your Cigar Here." The novelty of the idea and its convenience appeal to those who learn about it, and in the adjacent window there is always something displayed with an appeal to men customers.

* * *

Bird in a Gilded Cage

A window display of bird cages interested people because in each cage was an artificial bird of some sort. There were fluffy chicks, celluloid birds on swings, cardboard and wood toy or cut-out birds, and in the background a colorful assortment of bird pictures, each on a card, hung against the wall. The colored bird pictures bore the names of the birds and the whole display attracted the attention of young and old. A few old bird nests, gathered from the fields, lay in front alongside the glass, each nest containing some candy eggs.

* * *

Celebrating the Store's Birthday

Special sale events are common enough in celebrating anniversaries. Among the features proven successful in emphasizing the store's "birthday" are the giving of souvenirs or advertising novelties to each person whose birthday month coincides with that of the store; the display of birthday cakes at several counters where they are cut for the customers; holding a prize baby contest, with prizes to the heaviest, the lightest, the longest, the fattest, etc. There may be a display of merchan-

disse featured at a price corresponding to the figures of the store's age; for example, 24-cent items for the twenty-fourth birthday. If the store is an old one, mention and recognition may be made of the other merchants still in business who were operating their stores at the time the advertised store was started.

* * *

Umbrella Service

A store gained good-will by mailing to a list of its patrons "umbrella cards." The cards bore an inscription to this effect: "If caught out in the rain, present this card at Grigg's Glass and China Store and an umbrella will be loaned to you." When the umbrellas went out they were charged to the borrower, and if not returned notices were sent in due time asking return at convenience or extending the privilege of keeping at \$1. As a matter of fact, few people borrowed the umbrellas, nor was it expected they would. The good-will engendered by the offer was what the merchant sought.

* * *

Non-Competitive Co-operation

In many instances retailers in non-competing fields have united in their advertising. I know a hardware store, a drug-store and a dry-goods store that made a success of a booklet in which the space was divided between them and the booklet mailed to a complete list developed by the three. Another plan followed by three

non-competing retailers involved the insertion of an advertisement of each in a single envelope. Where there are no overlapping lines of merchandise, this plan may be used with good effect and relatively low cost. It has the advantage of each advertiser receiving some of the good-will possessed by the other. Needless to say, it would not be satisfactory as between dealers who, though not selling the same lines, were selling their different lines for similar gift uses.

* * *

New Salespeople

A good plan for providing the extra salespeople who may be needed at times of special sales events or during busy holiday times is to take in an extra girl for one day of the week in quiet times. Find a few girls who would like to do extra work occasionally, or high school or college girls who can work on Saturdays. Agree to give them a chance to learn something about the stock by letting one at a time work on a Saturday. If they are anxious to find a way to earn extra money, they will look upon the occasional day of apprenticeship as only means to an end and will work for a nominal sum in getting that much experience. Since the object of the plan is not to get extra help for the try-out days but to give some training to girls who may be useful when really needed, the wage element should be small. If a girl insists she will not take the days of training without being well paid for them, she is not the girl you want.

Display Trophies

Make it a point, whenever possible, to get the privilege of displaying in your window any trophies offered in contests of any sort. It may be a prize for a bridge tournament, a silver cup for the winning basketball team, the cup offered for the champion skater, a handsome trophy for some sport that has to be won three consecutive times before being owned. These things on display in a window always attract some attention and they do not seriously detract from the displays of merchandise shown with them. It may even be worth while to offer some sort of a prize or trophy as a means of arousing interest in your store and in the windows where it is displayed.

* * *

Just what kind of a scheme a merchant uses to stimulate business and interest in his store is not so important. The important thing is that he use some plan; that he do something and that he keep doing something week after week and month after month. The store that uses one high-power plan that is a corker, and then does nothing more for a year, loses the effect of what it did. But the store that keeps doing something, though it may be only a little thing, will get accumulating effects from its continued plans. People will say, "That fellow is always doing something. He's a live wire."

Fresh Sign—Fresh Merchandise

The retail merchant thinks of his sign as something that tells the public who and what and where here is. He regards it as a means of announcing that here is a place where certain commodities are for sale; that John Smith is the proprietor. He thinks of it, or he should, as a help in connecting his advertising with his place of business, making it possible for people who have been favorably impressed by the advertising to recognize his store as the one they saw advertised.

Not every merchant, however, thinks of the likelihood that passers-by may be given an idea of the class of store he runs, or the quality of merchandise he sells, by the appearance of his sign. As a matter of fact, a sign often tells a man how to run his business, in addition to telling what kind of a business he runs.

The sign that looks cheap causes people to think of the place as a cheap place—and not in the more desirable sense of the term. A sign that is old and weather-beaten may not actually be dilapidated, but it is on its way to become so. It creates an impression that here is a mer-

chant who is careless, who does not manage his store as he should. The sign that is fresh and bright stamps the owner as one who is up and doing, ready to meet competition and not afraid of it.

"Why do you continue to use that old sign you used when you first went into business?" I asked a merchant.

"Well," he replied, "that sign shows I've been in business a long time, and that makes people think I'm reliable. This isn't a new store and they can see I'm no fly-by-night."

"It's a fine thing to have an old, well-established business with a known reputation," I told him, "and not too many merchants can point to a record like yours, but you can tell the public that in a better way than by a sign that looks like a house that hasn't been painted for ten years of bad weather."

I went on to say that, in my judgment, "Established 1895" would look more impressive in bright, clean lettering on a fresh sign, where it could be read at a glance from any point in the street, than the same inscription on an old signboard

so dimly lettered as to be legible scarcely ten feet away.

To the families that have been trading with a merchant for years, the sign in front of his place may not be very important. They will be favorably impressed, however, by the presence of a good sign. It will help confirm their good opinions of the store.

The greatest effect comes from the influence of a prosperous-looking sign upon strangers and non-customers. There are new families constantly coming to shop on any retail shopping street. They are looking for desirable places to buy. They are not going to give preference to those with old, dingy signs, no matter if such signs may be considered indicative of a long-established business. In the present day newness counts for more with shoppers in some lines than the prestige of long service. This is particularly true in the provision field. Rarely does a sign that advertises nothing but age and respectability prove a definite allurements for the customer.



gusted with the business, which he sold out, and with characteristic energy opened a factory in Lane Delph, Staffordshire, in 1880, and before long he was producing a true porcelain, one, however, which was too expensive for ordinary consumption. A few years later he was able to offer a hard porcelain; but it was his son Charles J. Mason who perfected and in 1813 patented the now famous Ironstone china, which is made to-day as it was then. In 1851 the business was sold out, including patents, molds, copper plates and all, to Francis Morley, who in turn sold to George Ashworth & Bros., under whose name it is still produced, although for many years it has been in the hands of the Goddard family, John V. Goddard, the present managing director, being the grandson of John Goddard, who bought the business from the Ashworths.

Among the old patterns still obtainable are Mason's Vista Scenes (underglaze prints), the Crysdales Decorations (a wild rose cluster that is typical of that period) and some ancient Chinese copies gay with their rich colorings, but with motifs made to conform slightly to the English standards. Examples of all of these are now on display at the Maddock & Miller showrooms, 129 Fifth Avenue, together with many other more recent developments, some of which were described a few weeks ago in *THE SALESMAN*. Among the more recent arrivals, mention might be made, perhaps, of lovely luster treatments, the sort which Mason's first met success.

FISHER, BRUCE & CO.

Distinctive New Patterns Added to Open-Stock Array

There are few houses in the country that enjoy as fine a reputation for the number and attractiveness of the open stock in English dinnerware they carry than do Fisher, Bruce & Co., of Philadelphia and New York. One reason for this is that the concern is steadily adding new patterns which, it would seem, were all chosen with taste and care. Only recently a considerable number of new additions have been made to the already large array of English semi-porcelain dinnerware carried. This, of course, is carried at the concern's warehouse, which is part of the

Looks Like A Clean-Out

Reports from All Sections of the Country Say An "Old-Time" Holiday Business Has Been Done by Stores—Forecasts Large Exodus of Retailers to Historic Pittsburgh Show in January

NEW MARTINSVILLE GLASS MFG. COMPANY

Liquor Sets of Various Types Shown with Mahogany Trays

Among the many new things the New Martinsville Glass Manufacturing Company, of New Martinsville, W. Va., is bringing out for the new year, and will have at their initial display at the Glass and Pottery Show in Pittsburgh in January, are some highly novel things in liquor sets shown in units that include the glassware, together with specially made mahogany trays and a fitted mirror plateau. These sets are put out under the name of "The Butler's Delight," and are all excellent values to retail for \$4.95.

There are three types of sets in all, and all employ the same size mahogany tray (approximately 9½ by 20 inches) and the same type of mirror plateau. This mirror plateau does not completely cover the entire bottom of the tray, but leaves a space of about 4 inches at either end in which are inset attractive little relish dishes which just completely fill the space. There are four of these in all—two at either end—and they are all done with pinsted edge and a cut design on the bottom.

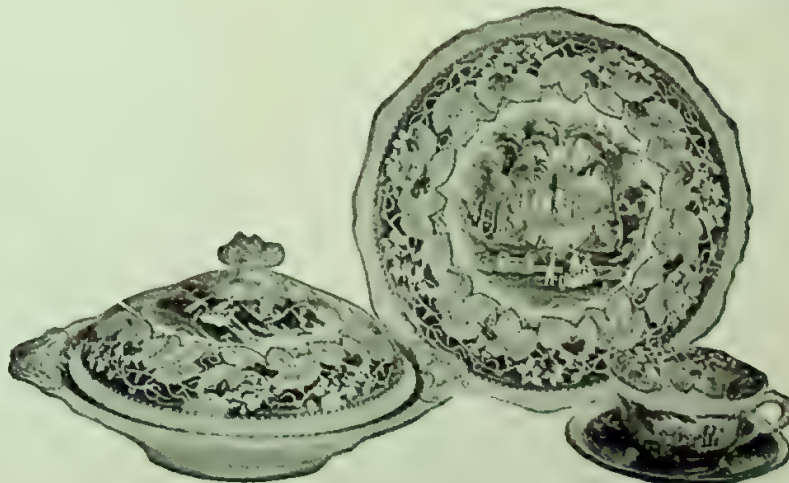
The liquor sets themselves are in three different types, being, respectively, for old-fashioned cocktail, shaken cocktail, and wine or liquor. The old-fashioned set consists of six old-fashioned glasses with biters bottle, and both the regular cocktail and the wine or liquor set have six each 3-ounce cocktail or wine glasses. The outstanding feature of the cocktail set is the shaker with handle similar to that on a beer mug. This is a distinct addition both as an aid in pouring and also to prevent the hand becoming cold or wet when the cocktail is shaken. This shaker is finished with a chrome-plated metal top. The wine flagon or decanter is very graceful in form. Indeed, every item in all the sets

is outstanding in this regard, and it is not surprising that the ware has met with favorable approbation by all who have seen them.

MADDOCK & MILLER, INC.

Much Interest Is Shown in the Trade in Mason's Ironstone China

Through the country to-day there seems to be a greater interest than ever in fine old ceramic types of the late eighteenth century. They appeal to the persons of taste and refinement and, what is more, fit in nicely with the modern settings. This, at all events, has been the experience of Maddock & Miller, who quite recently took over the sales agency of the famous old Mason's Ironstone china. The romance attached to this ware has an appeal that is all its own. It was Miles Mason who, in the eighteenth century, had been a prosperous importer of ceramics and other wares from the Orient, but due to shipping conditions which about that time became intolerable because of the wars in which England was engaged he became thoroughly dis-



THE FAMOUS VISTA PATTERN

In Mason's Ironstone China. Shown by Maddock & Miller, 129 Fifth Avenue, New York

headquarters, at 219 Market Street, Philadelphia, and which is also on display at the New York showrooms, 1107 Broadway.

A brief mention of three of these new numbers, all of an entirely different character, would not be amiss. One shows the now-so-popular autumnal type of decoration done on a very deep ivory body. This treatment consists of a floral wreath and center, and is, naturally, in browns, yellows and reds, with little touches of blue that suggest late fall life. This is a very sweet and charming pattern, and one that will make a general appeal.

Of an entirely different description on a light-colored body—though still in ivory—is an all-over chintz pattern gay with its blues, yellows, reds and greens. It is more or less of an old-fashioned English type. Some will even call it a Dolly Varden, and it well becomes the shape which it adorns and which carries the gadroon edge.

Then, there are in the showing a number of patterns of a distinctively modern order, done, naturally, on a shape that carries out this modern idea. One of the most striking patterns of this nature shows gray foliage, livened with a little touch of red. There is a gray band and a red hair line to complete the treatment, which is a very fine one of its type.

COPELAND & THOMPSON, INC.

Many Charming Old Spode Creations Are Revived in New Showing

For many years it has been the practice of Sid. E. Thompson, president of Copeland & Thompson, Inc., to devote much of the time that he spends during his annual visit to the Copeland Spode factory in England to delving through the old records and files and storehouses of the Spode works in order to dig up classic Spode creations that fit in with the modern mode and will appeal to the trade to-day. His trip abroad last summer was as productive in this regard as most of his previous ones had been, with the result there is just now arriving at the Copeland & Thompson showrooms, 206 Fifth Avenue, some very lovely things in Copeland Spode china and earthenware, many of which are priceless heritages of Josiah Spode himself.

One of the revivals is the 4118 pattern, which was one of the earliest things done by Spode on china and which employs the use of the famous "Billingsley Rose," which, of course, serves as the center decoration. This shows a rim depth in Spode's London stone color—a grayish mauve or slate tone—with thereon an embossment in white cream. A heavy gold edge and shoulder line furnish the finishing touch. This pattern is to be found in many fine old collections, and its revival is particularly timely in that it furnishes something at a very moderate price in bone china.

While on the subject of bone china, word might be said of some interesting conservative classic types which are of the early Victorian or eighteenth century order, and which, as is generally known,

show a French influence. These make for much employment of gold and turquoise. But as the woman of taste knows, turquoise can be used in any period of the eighteenth century, either French or otherwise.

In Spode Lowestoft are to be found very interesting simple old-style treatments done in both Chinese red and Chinese blue. These are what are commonly referred to as American Lowestoft patterns, which were first introduced into this country from China after the War of the Revolution when we first sent our own ships to the Orient and which returned with a cargo of tea, silk and porcelains. These so-called American types designed for this country are quite distinctive from the more ornate English, French and Dutch Lowestoft forms.

On the stoneware body are some very simple decorations which show a getting back to the classic and conservative patterns, and which are at the same time quite in the modern mode. These are finished in gold and platinum. Also on the stone-gray body are some quite modern things done in Spode's gray and silver, using a plain edge. Other colors are introduced on occasions.

In the earthenware line are some very clever smart effects employing the use of brown and brown and green. These, which are shown on the jasmine (deep ivory) glaze, are right up to the minute.

There are some very clever numbers in the Saxon blue. The ermine types in this have been so good the concern is practically sold out thereon and enough cannot be supplied to cover the demands. All these Saxon blues are on the "Centurian" shape. There are several old patterns reproduced on the "Wicker" shape. The line in its entirety is characterized by a total absence of tricky stuff. Good sound dinnerware styles prevail, as well as some classical styles. It is understood that the line is to be augmented still further in the near future.

DUNBAR GLASS CORPORATION

All-Glass Percolator, Consisting of Three Pieces, to Retail for a Dollar

The Dunbar Glass Corporation, of Dunbar, W. Va., has recently put on the market an all-glass percolator, or "Cafelator," as President James M. Payne, Jr., prefers to call it. This is a very simple and practical article, and a good number for a dollar retailer. It consists of three pieces. The lower portion is jug-shaped and handled. In the upper portion the coffee is percolated. This is topped by the cover, the item being so made that the cover will fit on both percolator part and jug. Enclosed within the percolator portion is a double strainer of cotton fabric. Ground coffee is placed therein and boiling water then poured on and allowed to percolate through into the jug. It is advised that the water be measured carefully for the best results. As soon as the coffee is percolated, the upper portion is removed and the cover placed on the jug part. Excel-

lent results are said to be obtainable from this simple device—which, by the way, has a capacity of eight cups. The item has already found much favor with the trade. It is now on display at all the showrooms of the concern, including the local offices at 1107 Broadway, under the management of Harold F. Phillips.

NEWLAND, SCHNEELOCH & PIEK

Many Interesting Specialties in China, Glassware and Housefurnishings

Never before has the concern now known as Newland, Schneeloch & Piek, with showrooms at 1107 Broadway, had so many impressive things to show to the trade as will first be uncovered right after the first of the year, both at New York headquarters and at the Pittsburgh Glass & Pottery Show.

In glassware are some very snappy popular-price lines, including the so-called carnival line, which shows a splashy modernistic decoration in a choice of red, orange, yellow, green, blue and white. Various sizes of tumblers are included therein. Another glassware novelty is a showing of salad sets.

There are a lot of new patterns in American dinnerware, and in addition the trade is offered many designs in Japanese dinnerware made up in new combinations for the first time.

One of the most interesting features of the entire showing is the novelties in housefurnishings which have never been carried by the concern before. In its entirety the showing is replete with promotional items well calculated to make a big hit with the trade.

GEO. BORGFELDT CORP.

Varied and Extensive Line of Foreign and Domestic Merchandise on Display

Not in many a year has the fine old concern now known as the Geo. Borgfeldt Corporation had such an extensive and interesting array of merchandise to show the trade in both china and glass departments as is now on display at the concern's showrooms, 44-60 East Twenty-third Street. It is a range of merchandise that will bring joy to the heart of any buyer, giving, as it does, a wide price as well as quality selection.

In making some reference thereto it is difficult to know just where to begin; only a few of the high spots can be touched on at random. There is a particularly attractive range of popular-priced place plates in all kinds of colored fonds with medallion and Dresden effects. Many of these are carried in stock, and there are also some cream soups to match.

The range of dinnerware is very extensive, and includes showings from the Epiag group in Czechoslovakia, long represented in this country by Borgfeldt; various interesting shapes from the famous Reinhold Schlegelmilch factory, including both dinnerware and fancy lines, as well

(Concluded on page 71)



PAGING



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BUYERS TO
SEE *NEW*
LINES

by the
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KNOWLES**
CHINA Company

EAST LIVERPOOL, OHIO



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AUGUST 23, 1934

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Holiday Trade Likely to Exceed Early Predictions

Carrying along in a satisfactory way after its spurt of the last week-end here, holiday trade bids fair to exceed earlier estimates by a fair margin. Gift and small wares received most attention. If anything, the semi-luxury demand has gained.

Department store sales for November were reported as 11 per cent above the same month last year in the Federal Reserve Board report. The largest gain was made in the Atlanta district, where volume was 24 per cent higher, while the only decrease was in the Boston area, where sales ran 1 per cent under November.

1933. This district showed a rise of 6 per cent.

For the half month the stores here expect to run from 12 to 14 per cent ahead of the corresponding period last year, in spite of the handicap imposed by the 2 per cent sales tax. So far the levy has been accepted in a tolerant manner, because it has been emphasized that it will be used for unemployment relief.

Attractive prices are no doubt responsible in a large way for the present satisfactory volume of trade. Retail levels last month showed no change from those in October, on the average, and the Fairchild index indicated that they are now seven-tenths of 1 per cent under the December 1, 1933, average.

Rush orders again were very heavy in the wholesale merchandise markets during the week. However, retailers are now turning to preparations for post-holiday sales, for which their budgets are somewhat higher.

Except for clarifying views upon various recovery steps and announcement that a program of co-ordination is under study, there was little from Washington during the week of unusual significance. The feature of the week, in fact, was the rise in automobile production and further expansion in steel operations against the normal trend. Trade also furnished its fillip of highly favorable news in the reports of the best sales in three or four years.

Despite a marked reaction in the electric power series, the New York Times weekly business index has scored another advance, its sixth in succession. All components except power production were higher, with the increases particularly marked in cotton cloth output, automobile production and steel mill activity.

During the week it was indicated that an industrial rehabilitation program involving half a billion dollars so far is promised as a means of tiding over building operations until the housing plan can be fully launched. Construction activities are falling behind.

Employment figures have also suffered some retrogression, according to the New York State report. The current figures showed a loss of 1.4 per cent in the employed total and a drop of 1.7 per cent in payrolls. However, the gain for the former over a year ago was 5.2 per cent and wage payments were 8.4 per cent larger.

The Price-Fixing Question for the Codes

The lines on which the NRA will be drawn for another period of emergency operation are becoming clearer as a result of current discussions. The Chamber of Commerce of the United States and the National Association of Manufacturers have declared themselves in favor of another year of this set-up with certain modifications. Other important trade bodies have expressed similar judgment.

During the week the address by S. Clay Williams, chairman of the National Re-

covery Board, clarified what was supposedly the Administration viewpoint. Basic features of the Recovery Act relating to wages and hours, collective bargaining and fair trade practices will be retained, he explained, but price-fixing will be eliminated.

The argument he offered upon price-fixing was one that has been advanced several times. If minimum wages and maximum hours are fixed, then there is provided the one sound basis for fair price competition. One producer cannot beat another's price simply through slashing wages and thereby undermining the entire market.

Experience with price-fixing in many instances has proved its fallacy to manufacturers who desired it above all else when the codes were being adopted. Thus, at a hearing attended by lumber interests in the week it was indicated that not more than 15 per cent of the production in that field was being sold on the basis regulated.

The Open Season for Plans

As the date for the opening of the new session of Congress approaches, all kinds of proposals and plans for correcting our many economic ills are once again being brought forward and actively pushed by their sponsors. It is reported from the national capital, says the New York Journal of Commerce, that a day seldom passes but persons from all over the country come down to present to Government officials and legislatures new plans for ending unemployment, insuring the unemployed, helping the farmer, stimulating a vast housing boom, paying off the Government debt, guaranteeing all and sundry against losses, ending taxation, etc.

Certain of these proposals doubtless are meritorious and deserve careful study. In most cases, however, the enthusiastic sponsors of these schemes tend to overlook the obstacles that may stand in the way of putting their proposals into effect, as well as the costs involved and disturbances to business and credit that would result.

The Roosevelt Administration, in the beginning, was extremely open minded with regard to most such proposals. Far more than any of its predecessors, it seemed to be willing to try almost anything once. Hence, the great number of individual recovery and reform measures that were inaugurated almost simultaneously which caused Europeans to say that we had Government by improvisation. The conflicting character of many of these plans did not seem to interfere with the willingness of the Administration to give them a trial. However, actual experience has tended increasingly to curtail the experimental zeal of those in authority, and growing resistance has developed in Washington during the past year to trying new panaceas for regaining prosperity overnight or effecting economic reforms.

Will Congress display a similar increased sophistication toward new schemes and plans of this character, with which its members will doubtless be deluged during the next few weeks? If it does not, the reassuring effect of the Administration's more conservative attitude may be offset in large measure by attempts in Congress to legislate such experimental proposals into effect.

Has New Deal Aggravated the Maldistribution of Wealth?

Income tax statistics for 1933 which were published last week will probably be used quite freely in the coming session of Congress to show that the New Deal has aggravated rather than reduced the maldistribution of wealth, which it was supposed to help correct. Forty-six individuals, instead of the twenty in 1932, reported incomes of \$1,000,000 or over. Incomes under \$25,000 were fewer in number, while those above that level increased.

To an important degree, these figures do appear to comprise a major problem. When too little was going to wage-earners and farmers to support the huge output of 1929, markets collapsed. Arguments can be made that profits were put back into industry by the small high-income group, thus creating work, but the markets for additional products apparently did not have sufficient purchasing power to absorb them.

In present circumstances, of course, the evidence that profits are on the upturn cannot fail to have a stimulating effect. Capital must be persuaded to come out of hiding and return to the task of making the wheels move. For this reason, legislators will do well not to use the income statistics for radical purposes. If they sincerely wish for business recovery, then they must recognize the fact that enterprise must see profits ahead before it will go confidently forward.

At the same time, there remains considerable scope for Government studies which will determine those price, profit and purchasing power relationships which have characterized periods of real prosperity.

Is Profit-Sharing the Answer?

Acceptance of the policy that wage minimums and working hour maximums are basic factors in competition may lead in time to a further step for dealing with market potentialities and purchasing power. This forward-looking plan would not be new to a number of manufacturing and distributing companies, since it involves merely a profit-sharing arrangement in which stockholders, employees and management would participate.

A widespread fear among business interests centers upon the limitations which the Government may see fit to impose upon profits in one way or another. This fear discourages enterprise. Profits would be reduced. Under a suitable profit-sharing plan, which would be something in

fact as well as in name, the opposite reaction should result. No limit would be placed on profits, but there would be a sharing of them with much larger numbers than now benefit.

Some such development seems much more preferable than unemployment insurance and other relief projects that contemplate carrying those without jobs at the expense of reduced output. In production lies the only wealth of a country, and authorities have emphasized that only in greater output can we hope to absorb the unemployed.

Profit-sharing upon a much wider and effective scale may hold out hopes for all parties to the present problem.

Mr. Williams and the NRA

Strong support has manifested itself for the type of revision of the National Industrial Recovery Act which has been advocated by Secretary of Labor Perkins, Congressional critics of the NRA like Senators Borah and Nye, and members of the Darrow Review Committee. No less a spokesman for American industry than S. Clay Williams, chairman of the National Industrial Recovery Board, has come out definitely in favor of the elimination of most of the fair-trade-practice provisions from the codes, so as to restrict them in the main to the twin subjects of minimum wages and maximum hours of work.

Mr. Williams, in his illuminating address before several business groups here Thursday night, explained his advocacy of such a narrowing of the scope of the codes on two major grounds. First, he maintained that in most industries the only type of code provision which is really enforceable is the minimum-wage-maximum-hours-of-work clause. Secondly, he said that consumers would not, in the long run, tolerate price-control devices.

Is Mr. Richberg Backing Down?

Business men have come to regard Donald R. Richberg as one of the sounder thinkers on industrial questions within the Administration. Within recent months, especially, he has shown a desire to help shape Government policies along lines that would involve as little interference as possible with private business recovery, which alone promises a lasting solution of the basic problem of widespread unemployment. His reiterated opposition to legislation of the thirty-hour-bill type, to coercion of employees by either their employers or by outside labor unions and to any large measure of Government intervention in code making have been both helpful and encouraging.

Many of those who heard Mr. Richberg address the annual dinner of the National Association of Manufacturers Wednesday night two weeks ago, however, doubtless felt that the speaker had probably been subjected to considerable pressure from the left since his other recent pronounce-

ments. "Any proposal that management alone should write codes of fair competition," said Mr. Richberg, "can hardly be accepted by a Government charged equally with the protection of the interests of workers and consumers. Co-operation in industrial progress cannot be defined as the determination of policies and programs by one element of our society and the conscription of the rest of the community in their fulfillment."

Mr. Richberg thus comes out squarely for a process of co-operative code making. Labor, the Government and the consumers, as well as management, are to have a voice in drafting codes of fair competition. This hardly seems entirely consistent with his earlier advocacy of freedom for each industry to draft its own code, with the Government merely acting in a supervisory capacity. The experience of the automobile industry, for example, has indicated that labor participation in code making may easily degenerate into the perennial presentation of new demands for shorter hours and higher wages, instead of broad co-operation in tackling the varied problems of the industry with a view to their solution.

From the first, the effort to include in codes of fair competition regulations as to industrial relations, as well as fair trade practice provisions, has led to a cumbersome and difficult situation. Much may be said for a complete separation of these two features of the codes, leaving fair trade practice provisions for regulation under a new National Industrial Recovery Act which will give industry a larger measure of freedom to draw up its codes. A separate law, to take the place of Section 7A of the present NIRA and public resolution 44, to apply to industrial relations and wages and hour provisions, has been favored as an organic enactment wholly apart from the codes.

Fair trade practice and industrial relations are two largely distinct fields which were thrown together in the original NIRA. It was felt then that industry would be the more willing to make concessions to labor if it were simultaneously to receive relief from anti-trust law enforcement. The basis of any such trading arrangement has now entirely disappeared.

If the serious business of code making, which is concerned primarily with fair trade practices, is to become a free-for-all, with labor, consumers and the Government all actively participating in the process, indefinite wrangling and unsatisfactory compromises will become the rule in code formulation and renewal. Instead of correcting the weaknesses of the present NRA, ably described by Mr. Richberg in his address before the manufacturers, such a course of action would merely make a bad situation worse, and make less likely than ever the evolution of a satisfactory substitute for the anti-trust laws as a charter for the organization of American industry.—N. Y. *Journal of Commerce*.



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St. Louis—515 Kinlock Building, Harry W. Becker

W.S. George
POTTERY CO.
EAST PALESTINE, OHIO

Why Are Certain China and Glass Stores Immensely Popular?

If You Are Curious to Know, It Often Can Be Traced to the Personal Popularity of Likable, Pains-Taking, Accommodating, Alert Salespeople—A Few Notable Instances That Have Come Within the Writer's Experience

Written Exclusively for THE SALESMAN by Frank Farrington

A salesman I like is Timothy Tait;
He never suggests that I'm out of date

"NOT belonging in the class referred to, sometimes disparagingly, as 'the young people of the present day,' I am not always ready to take up with the latest novelties," a house-keeper said recently in my hearing. "When I go into Wilkins' shop and ask to look at luncheon sets in glass or china, if Timothy Tait waits on me, he does not try to tell me I am 'way behind the times because I don't like the modernistic patterns he shows me first. Because I want china like my mother used to have, he doesn't intimate that nobody buys that kind any more. He doesn't look at me as if I were a freak when I say I'm not interested in wine glasses or cocktail shakers, because we don't use anything of that sort down at my house.

"Timothy isn't that way. If he's out of what I want, he is just as apologetic when it's something they don't make any more as he is when it is the very latest style. He always tries to make me feel comfortable about what I want to buy. I believe he'd apologize if I asked for a kerosene parlor lamp and he didn't have any."

Timothy Tait has a large following of customers who will wait for him when he is busy. They like to do business with him, and if many of them are old-fashioned people, at least their money is right up to date.

Not the least of Polly Williams' wiles
Is greeting folks with winning smiles.

Perhaps the saleswoman behind the counter does not realize as well as the customer in front of it what a great thing for business the smile across the counter is.

The glass and china department where Polly Williams works is no better than other similar departments in the same large city. Its prices are no lower and its stock is no more complete. And yet I know many people who go out of their way to patronize this department because its salespeople are cheerful and smiling, and Polly Williams is said to be the most agreeable of all.

Perhaps a tired woman drops in there to look at dinnerware, knowing she cannot afford such a set as she would like to have and hating to have to take the cheaper kind she can afford. She may be in a difficult

mood, and the salesperson is going to find her hard to please and, perhaps, unpleasant to handle.

But her grouch, if you want to call it that, doesn't seem to trouble Miss Williams. She seems just as glad to see that customer, just as patient and courteous with her as if she had come in with a smile. It is hard to maintain a grouchy attitude when talking with a salesperson who is happy and cheerful—without overdoing it. Some customers will be irritated by an overdose of Pollyanna treatment, but Miss Williams never carries it too far.

Who wants to patronize a store where the salespeople have sour-looking faces? Who doesn't like to drop into a cheerful store, even if not ready to make an immediate purchase. Smiles are a valuable asset to salesmanship. As a prominent Wall Street operator said to me some time ago, "A smile, by gosh, is absolutely the greatest thing in the world."

Of Shipman's shop I'm always prating;
His salesmen are so accommodating.

There are stores to which buyers go sometimes because they can get a bargain there. There are stores to which they sometimes go because they carry certain lines. They may sometimes go to those stores despite the fact that they do not like the people or the methods there. But their favorite store is going to be the one where the salespeople are accommodating.

When I go to Shipman's I am always greeted by someone as soon as I enter. I may not be waited on immediately, if everyone is busy, but I get a chance to say what I want and, if they don't have it, I don't have to waste fifteen minutes' waiting.

If I have to wait, I am offered a seat. If I have a parcel, they offer to take care of it while I do other errands, or to send it with my purchase; if I buy something to be delivered. Or if I have a little parcel, they offer to wrap it with something I buy to take with me. They ask me when I want delivery on a purchase and they meet my wishes in the matter.

They never try to get me to adjust my wishes to theirs. No accommodation is given grudgingly. I feel they want to accommodate me, not that they do it just because it is good business. And they

never seem to refrain from offering a service for fear I may accept the offer.

It is an important factor in a store's success, when it gets the reputation of being the most accommodating store in town. It may cost some money to get that reputation, but it is worth money. Many of the things, however, calculated to develop that reputation are not things that cost money, but rather things that cost effort on the part of the salespeople. Being accommodating is largely a matter of trying to be accommodating.

I sing of Singer's day and night,
For Singer's bills are always right.

Wouldn't you sing with joy at being able to do business with a store whose bills you never had to check over to be sure they were right in every particular? A certain merchant renders me a bill every now and then for merchandise I never bought. I have to scrutinize his bills carefully and foot them up to be sure of the amounts. I think the man is honest, but his bookkeeping is terrible. From him I get other people's bills and bills I have already paid. I even have bills for merchandise bought when my family and I were all away from home and the house closed up.

I have heard more than one merchant say, "It seems as if every time I make a mistake it's on So-and-So's account." As a merchant myself, I have had customers with whom I seemed always to be making mistakes. That must be just plain bad luck, but the bad luck could doubtless be eliminated by taking more pains. Singer's bill always has my full name and address on the bill and on the envelope, and it always has it correct. The items are always written on a typewriter and are never so abbreviated as to leave question as to what they mean. There is never a mistake in the arithmetic, and if no bill comes to me from him on the first of the month I know he has nothing against me on his books. I like Singer's methods.

I hate to do business with Mamie McGee;
She always chews spearmint when waiting on me.

Mamie stands behind the counter and wag, wag, wag goes her jaw while she talks about merchandise, or while she is getting out something I have asked to see.

I don't like the sight nor the sound of Mamie's chewing. I sometimes chew gum myself, but I don't chew it during a business transaction. It goes better on the golf links or at a ball game.

Gum-chewing may do all for the teeth, breath and stomach that the late William Wrigley claimed, but that doesn't make the practice any pleasanter when observed across the counter. Nor is the unpleasant effect entirely removed by the chewer's evident effort to chew it—shall I say daintily? The gum-chewing salespeople always remind me of a little rhyme I once saw in a copy of what the girls at Smith College call "The Freshman's Bible," a book of suggestions to the incoming class:

"Oh, the gum-chewing girl and the cud-chewing cow;
The difference? Oh, yes; I see it now!
It's the thoughtful look on the face of the cow."

I don't wish gum-chewing salespeople any ill luck, but I hope they choke before they get around to wait on me.

No more do I buy from Gabriel Galt;
He's too ready to say, "It isn't our fault."

For several years I lived in a city where Galt's was the glass and china store most convenient for our family to reach. We bought a good deal there at one time and another. Not infrequently there was reason for making some complaint about merchandise, methods and prices or service. In doing business with any store there is apt to be occasional reason for complaint, and Galt's store was not worse than some others we have patronized. The trouble at Galt's was not so much the occasional reason for complaint as the inevitable effort to shirk any responsibility for whatever was wrong.

I doubt if Solomon Galt ever, in his whole experience, admitted he or his employees had made a mistake with a customer. He never came right out with the admission, "I guess you're right about that. It's our mistake and we'll make it good." He never said, "Sure, if there was anything wrong with any piece in that set bring it right back." I think he would have died rather than have offered to refund money that was not absolutely demanded.

All the corrections you got at Galt's, all the adjustments or replacements or refunds, you had to fight for, and not always did you get them then. It is not surprising that Galt's business has shrunk almost to nothing; in fact, began to shrink while times were still booming.

The things that make one china store
More popular than the rest
Aren't things that make expenses more,
But things it does the best.

Ten Rules for Building the Business Anew

Despite the loss of sales volume on the part of thousands of glass and china dealers during the recent depression, there are many whose sales actually increased. Everyone knows some merchants have been able to go ahead while most have been going back.

The happy minority may have been favored by local conditions or by the possession of that determined aggressiveness that keeps some men moving ahead when others slow down or stop. And now comes the time when those who have slowed down must speed up or quit. Those who have been slipping must begin to climb. The fortunate ones are going to keep on climbing because they are that kind of business men. Other thousands are going to start climbing this winter, this month. Still others are going to keep on slipping. It is time for every dealer, as well as for every manufacturer and distributor, to make up his mind whether he is going up with the successful fellows or down and out with the failures. It is time for action. He who does not act aggressively and promptly is going to see his competitors taking away from him what trade he has left.

Here are ten rules for the merchant who wants to build anew, perhaps from the ground up. Read them. Consider them. Act promptly if you want to fall in line with the big parade that is now marching back up the hill:

1. Get into the right mental attitude.

How to do it: Cease to read, heed or listen to the sensational and pessimistic words of those who are still more interested in telling a big story about failure than in telling the truth about success. Look for every available bit of information about what business men are doing to stimulate their sales and absorb every bit of

good news and optimistic prediction. Forget the worst and believe the best.

2. Put your stock in order.

How to do it: Clean house. Get out the dead stock and put a price on it that will move it. Sacrifice it for less than cost, much less, if necessary. Order all staple items that are short. Order up the new styles, shapes and patterns, the best numbers of reliable wholesalers and manufacturers. Buy the novelties just coming out. Watch your trade journal advertising pages for announcements of new items.

3. Develop your winter and spring advertising on a basis of 3 or even 5 per cent of your normal gross receipts for the period, and make it efficient and effective.

How to do it: Increase your newspaper space. For any but a little neighborhood shop, the local newspaper is the best advertising medium. Increase the number of names on your mailing list and have the list checked at the post office to eliminate the deadwood. Mail letters and circulars more frequently to the list. Call upon manufacturers for their best advertising helps and use them! See that every advertisement, every sign and showcard is just as good as you can make it.

4. Make your store noticeably light and bright.

How to do it: Distribute the lighting units to give uniform illumination and increase their wattage to make the store more than merely light enough.

5. Stimulate the pulling power of your windows.

How to do it: Show more stock and more novelties. Change displays oftener, thus presenting to regular passers a greater variety of merchandise. Use price cards showing prices in line with the day's trend. Light the merchandise in the windows with

all brilliancy, but do not throw any light into the faces of observers outside. Compel people to look because the displays are bright. Keep them looking because the merchandise is new and attractive and interesting.

6. Count your available population and estimate the amount of business you are getting and the amount you ought to be getting from that number of people.

How to do it: If there are ten stores or departments in your city handling glass and china and catering to your trade area, are you getting a tenth of the business? Some stores are getting several tenths. Don't be satisfied with the average one-tenth. Set out to get all you can. If your available population is 50,000 (meaning 8,000 to 10,000 families), estimate the average annual purchases per family of your kind of merchandise and see whether your own volume is a tenth or more.

7. Stimulate your salespeople to increase their selling efforts.

How to do it: If you have a salesman who is not working as hard as he ought in order to make a fair proportion of sales, being satisfied, rather, merely to wait on customers, make a set of figures on his time and labor. Show him how much of each dollar he takes in goes to him and how much is left in profit for the store. Show him that, working 40 hours weekly for \$32 per week, his time costs the business 80 cents an hour. If the store gets a net profit of 5 per cent on its sales, that salesman, with a sales average of \$16 per hour, is getting as much for his work as his employer makes out of it. Make it plain to him that, unless the store does more business and makes more money because of his services than without them, he

(Concluded on page 79)

wide awake retailing

The Holiday Spirit

It Is Reflected in Much of Advertising of Retailers Throughout Country at This Time in Presenting China, Glass and Allied Lines—Some New Quirks That Are Observed

IT IS not surprising that retailers of the country are tying up the holiday spirit with their advertising of china, glass and allied lines at this time, and, while much of the advertising is appropriate only for Christmas, some very clever stunts have been developed that may prove they can be adopted for use at almost any time.

A particularly interesting full-page advertisement was the one run recently by Abraham & Straus, of Brooklyn, N. Y., which, while it contained some mention of the holidays, stressed particularly the spirit of conviviality. Right down the center of the advertisement—running from top to bottom and occupying a space of over three columns in width—was a section devoted to the concern's liquor department. The major portion of this section was of the catalogue description, showing illustrations of bottles of various brands carried, a description of the merchandise, and with, of course, the prices. At the very top was the concern's guarantee of the reliability of the goods advertised, and running across this the outline of a liquor bottle placed at a pouring angle and with a stream of liquid indicated flowing down into an attractively cut wine glass of the saucer-champagne type held in the dainty fingers of an obviously feminine hand, this, like the bottle and the stream, done in line drawing. At the top of this glassware section were illustrations (wash drawings) of four different styles of liquor glasses, all showing attractive cutting, and, below this, the legend: "Lovely good-cheer crystal to carry you through, from cocktails to cordials."

Under this the price was mentioned, with a "paragraph" descriptive of the glassware.

The three columns to the extreme left were devoted to the concern's wearing apparel department, but cleverly selected to tie up with the good-cheer idea. Occupying a space extending from the top to

well below the middle was a section the feature of which was a drawing of an attractive young woman holding in her up-raised hand a filled cocktail glass raised to that of her male vis-à-vis, who was merely suggested. This was featured as "The Cocktail Hour Costume." And the language of the body carried out the mixed-drink-recipe idea, as will be noted by the following:

RECIPE: Take an ankle-length crêpe skirt, subtly molded; blend with a crisp taffeta top laced with silver bands, and add a dash of long swinging rope girdle with silver globes; when ready to serve, top off with a white feather turban. This concoction is guaranteed intoxicating in a most uplifting way.

Below this feature was advertised "Drinking Clothes for Glasses—Cocktail Petticoats." This was illustrated by four cocktail glasses, obviously filled, two apparently with Manhattans, as indicated by the cherries, and two, perhaps, with Martinis, which were without any trimmings. At the very bottom of this section of the advertisement "Highball Sweaters" were advertised and illustrated by attractively decorated highball glasses.

In its entirety the advertisement was about as excellent an example of co-operative advertising of non-related departments as might be found.

A New Type of "Silent Salesman"

Lit Brothers, of Philadelphia, have recently adopted a new form of "silent salesman" that might be used for the featuring of almost any kind of smallish merchandise, but which is particularly appropriate for china and glassware. The fixture advertised takes the form of a life-size effigy of the proverbial butler, rigid in form, solemn of countenance and correctly

garbed, and holding in his hands a tray on which the merchandise is displayed. The fixture is made of five-ply wood and gaily painted. It was originated and designed by Roy Requa, display director for the store. There are twenty-five of these mannikins placed throughout the store in heavy traffic spots, and the merchandise is changed weekly. The idea is said to have resulted in a really enormous amount of additional business in the departments that are featured.

American China Advertised at a Popular Price

The trade is thoroughly familiar with American-made earthenware dinnerware, and also has knowledge of a limited amount of high-class china made in this country, but a popular-price china body is now being put out for display for the first time. The ware is being produced by the Warwick China Company, of Wheeling, W. Va., long well known in the trade as manufacturer of hotel china, but now producing a line of merchandise for general use.

The Joseph Horne Company, of Pittsburgh, which has installed the line, recently advertised it as follows:

Warwick China: The first American-made china at popular prices—service for eight—\$29.75. A beautiful translucent china . . . the exact counterpart of expensive European ware . . . is now available at popular prices for the first time in history. Warwick china is hard and strong, exceedingly chip-resisting . . . and reflects the beauty and color of world-famous patterns.

Fine Christmas Business in San Francisco

Christmas trade was in full stride in the San Francisco Bay area during the past week, with virtually all reports indicating a greater volume of holiday business than last year. Most local stores stated that sales are 8 to 12 per cent better than in the like period of 1933, although several have experienced gains of as much as 20 per cent.

Department store sales, men's furnishings, clothing, household goods, musical instruments and radios were among the most active items, all showing increased sales volume as compared with last year. In the wholesale line mercantile agencies reported improvements in shoes, drugs and electrical appliances, with sales of shoes 26 per cent ahead of the corresponding period of 1933.

The monthly review of the Federal Reserve Bank of San Francisco showed that retail trade in the San Francisco metropolitan area for November was 14.5 per cent greater than the same month last year, while the entire 12th district showed an even greater increase.

Of seventy-nine of the largest department stores of the West, seventy-six reported increased business for last month, and the bank report also showed that the dollar value of retail trade is not only going up but that the gains during the last month were substantial throughout the district.

for 1935

Newland, Schneeloch & Piek, Inc.

will exhibit in Rooms 952, 954, 956, 958, William Penn Hotel,
January 7 to 15, their new lines of

CHINA, POTTERY AND GLASSWARE

Direct Selling Agents for the Following Factories:

Imperial Glass Corporation

Liberty Mirror Works

Earl W. Newton Company

C. C. Thompson Pottery Company

Marion Glass Manufacturing Company

Pfaltzgraff Pottery Company

National Glass Mfg. Company

Edwin Bennett Pottery Company

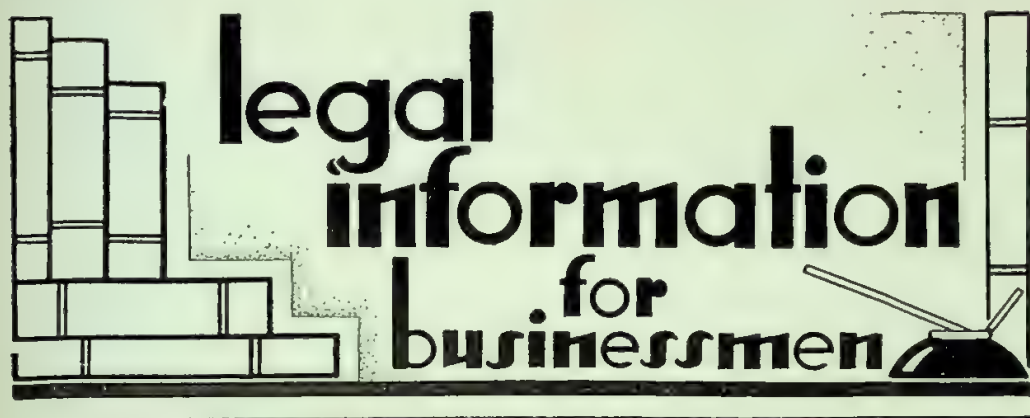
Sudlow English Teapots

A large and varied selection of Czecho-Slovakian and Japanese
dinnerware in stock in individual cartons for sales promotions

EXCLUSIVE SPECIALS IN AMERICAN GLASSWARE
AND POTTERY

Newland, Schneeloch & Piek, Inc.

1107 BROADWAY, NEW YORK, N. Y.



The "Weasel" Clause Again

Seller Attempts to Cancel Order That Turns Out to Be Greatly Advantageous to Buyer, Through a "Hidden" Paragraph on Firm's Stationery but Not on the Signed Order Blank

I HAVE the following from a Chicago, Ill., reader:

Some weeks ago we made a written contract for the purchase of a large quantity of merchandise from a Western manufacturer. The merchandise was to be delivered over a period of months. It turned out to be a good transaction, as the price of the goods advanced a number of times after the date of the contract. When we gave shipping instructions for an installment of the order, we received a letter from the manufacturer in question calling our attention to a clause which he said appeared on his letterheads, the very letterheads which were used in correspondence between us at the time the order was given. We looked the clause up in the correspondence and found it in the upper left-hand corner of the letterhead in very small type. Here is the wording:

"All purchase contracts subject to strikes, transportation tie-ups, labor troubles, failure to obtain deliveries, and all unavoidable increases in costs. Seller to have the right of cancellation either partial or in toto, at seller's option, upon the happening of any of the above events, and not to be liable to buyer for any damages growing out of said cancellation."

The manufacturer takes the position that his costs have increased, and he therefore cancels the contract and leaves us holding the bag. The contract itself contains none of this matter, but is merely an order form with specifications filled in. What we wish to know is whether the manufacturer's stand is legal. We never saw this wording in the letter.

E. K. Co.

I do not think it is, and in my judgment this correspondent should decline to ac-

cept the cancellation, and if the manufacturer refuses to yield, buy the undelivered goods in the open market and sue the manufacturer for the excess amount paid.

I have seen a great many of these weasel clauses and am also familiar with cases which have decided their validity or invalidity. They were formerly used much more frequently than now, probably because so many courts have decided against them.

Generally speaking, the attitude of the courts toward schemes like this is as follows: They rule that a party to a contract is entitled to the fullest and most unreserved notice of the conditions under which he is contracting. Any effort on the part of a seller—these clauses are usually used by sellers—to conceal some of those conditions from the buyer, to deceive the buyer as to them, or to provide a string to them, is looked on as fraud and rejected. A buyer has a right—and, of course, a seller has, too—to have the whole contract put in, especially onerous conditions which he doesn't know about, which may cost him his whole bargain, and which appear only in an obscure note in another paper. In a nutshell, if a buyer contracts with knowledge of conditions like those in the note, or if they were accessible to him so that he would have had knowledge had he looked, then he is bound. Naturally, he can make a foolish contract such as this would have been with those clauses in it, if he chooses to do it, and in such event he must abide by it.

In the case submitted to me, I believe the court would hold that the strongest evidence of fraud lay in the fact that these extraordinary conditions, which were certainly germane to the contract, were not put in with the other terms, but were stuck in a letterhead and put in small and inconspicuous type, probably with the hope that they would not be seen by the buyer and could be brought up and used by the

seller if it became advantageous to do it. And that, of course, is exactly what happened.

I have advised clients who have had the same scheme tried on them to protect themselves against it by insisting on the inclusion in the contract of a clause like this:

It is understood and agreed that this contract includes all and every condition between the parties relative thereto, and that there are no oral or written provisions or conditions inconsistent herewith or in addition thereto.

(Copyright, 1934, by Elton J. Buckley)

[Legal Editor's Note—Questions on any circumstances that may arise, addressed to me by subscribers, will be answered privately without charge and later used as the subjects of articles for the general information of "Salesman" readers, names to be omitted.—E. J. B.]

Henry Mansell Drops Dead from Heart Attack

Henry Mansell, who spent all his life in the pottery business and for many years was well known as a salesman in this country, died very suddenly at his home in Bay-side, Long Island, Sunday morning of this week. Mr. Mansell had been enjoying good health and did not make any complaint to his family when he arose Sunday, but when he went downstairs to breakfast he complained of a tingling sensation in his arms and chest and quickly lapsed into unconsciousness. A physician was summoned, but before he arrived Mr. Mansell was beyond human aid and the doctor could only pronounce him dead due to heart trouble.

Born in Hanley Staffs, England, November 21, 1877, Henry, or "Harry" Mansell, as he was more generally known, grew up in the potteries. He crossed the Atlantic quite early in the present century, and for a time represented Lazarus & Rosenfeld in Canada, later being transferred to the New York headquarters. He has since been connected with such well-known concerns as Graham & Zenger and Morimura Bros., and has also from time to time represented factories on his own, which he has been doing for the past few years. His untimely death will be regretted by his many friends in the trade.

Richard Briggs Dead

Richard Briggs, for many years a well-known china merchant of Boston, died at his home in that city on Friday of last week after a protracted illness. The Briggs name has been well known in the field in Boston for many years. The father of the late deceased—also a Richard Briggs—established the business over seventy years ago. On his death it was taken over by his two sons, William and Richard. The former died quite a while ago, but the business was continued by Richard up to 1917, when he met with financial reverses which caused him to go into bankruptcy. Since then he has been operating in a small way, but as years have gone on he has been doing less and less.



Photo by Stadler

THE BUTLER'S DELIGHT

Here is something brand new in the way of a Liquor Set or Service. As the illustration shows, the set consists of six 3-oz. Cocktail Glasses done in a simple Georgian design. Four square Relish Dishes with cutting on the bottoms and showing an edge of the Gadroon type and a handled Cocktail Shaker of 24-oz. capacity, with a chrome-finished metal top. The handle feature is a particularly advantageous one, as it obviates the possibility of the hand getting chilled or perhaps wet from the congealed moisture when the cocktail mixture is shaken. Placed in the center of the attractive Handled Mahogany Tray is a Square Mirror Plateau which adds to the effectiveness and appearance of the outfit and at the same time insures against spillage on the wood. The item is one of the niftiest of novelties of its kind we have brought out in quite a while. It will go over big as a \$4.95 retailer and show a nice profit. Packed in individual cartons. Write us for prices, etc.

This and many other new lines will first be displayed at our exhibit in Rooms 706-708, Fort Pitt Hotel, Pittsburgh, January 7th to 15th. Permanent displays during the year:

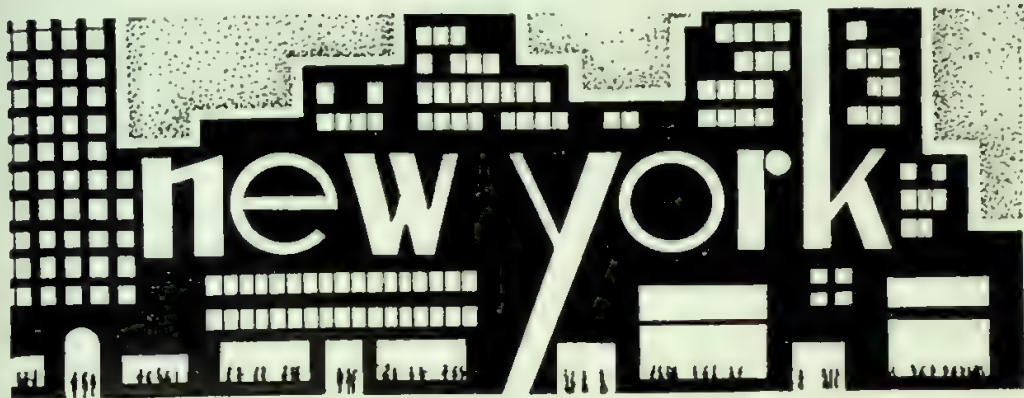
GEORGE BORGFELDT CORPORATION
44-60 East 23rd Street, New York

FREDERICK SKELTON
200 Fifth Avenue, New York

PITMAN & DREITZER COMPANY
1107 Broadway, New York

MARTIN SIMPSON & CO.
1562 Merchandise Mart, Chicago

New Martinsville Glass Mfg. Co.
NEW MARTINSVILLE, W. VA.



Gordon Succeeds Bloch as New York Manager for Fisher, Bruce & Co.

Leon Bloch, who, as Fisher, Bruce & Co. state in the formal announcement they have just sent to the trade, "was kind enough to temporarily take charge of our New York office at the sudden death of Henry Bigart about a year ago," is resigning at the end of this year. James P. Gordon, for many years a well-known figure in the trade, has been appointed to take permanent charge of the showroom and will also visit many important cities from Chicago east.

"Jim" Gordon, as he is popularly known, is recognized as one of the best open-stock dinnerware salesmen in the country, acquired principally through his long connection with the Mitchell, Woodbury and the Jones, McDuffee & Stratton companies, both of Boston, and who more recently has been representing the Rosenthal China Company and affiliated concerns in connection with his other work. It is understood that it is Mr. Gordon's plan to spend about half of his time in New York and the other two weeks of every month on the road. He will travel as far West as Chicago, covering all important cities en route, including Detroit and Cleveland, together with Baltimore and Washington, with the dinnerware line only, but will continue to represent, both on the road and in New York, the Sterling Glass Company, of Cincinnati. Mr. Gordon's many friends will all wish him good luck in his new undertaking.

Frank B. Carney, who is well known in the china and glass field and who has been with Fisher, Bruce & Co. for the past year and a half, will cover several of the important cities in New England and New York State with both the concern's dinnerware and fancy lines, and in addition will make the territory west to Chicago covered by Mr. Gordon with the dinnerware, showing the fancy line.

William W. Paxton, of Montclair, N. J., formerly connected with Abraham & Straus, of Brooklyn, is to act as Mr. Gordon's assistant in New York and take charge of the office during his absence on the road.

Turner & Saunders are resigning as Chicago representatives of Fisher, Bruce & Co. as of January 1. As already indicated, Messrs. Gordon and Carney will

cover Chicago for the concern. Mr. Carney and some of the concern's other salesmen in the Middle West will take charge of the exhibit at the Gift Show in the Palmer House in that city.

Ira M. Clarke, general manager of the New Martinsville Glass Manufacturing Company, New Martinsville, W. Va., arrived in New York Saturday morning and left for home in New Martinsville, W. Va., Tuesday night. This was Mr. Clarke's first visit here in several months. He came on particularly to look over the field and to call on some special customers. During his visit, however, he found time to call on their local representative Frederick Shelton. Mr. Clarke was forced to cut his trip very short, as he was very anxious to return home to put the finishing touches on his new line, which will be displayed in Pittsburgh in January. He reports things are going nicely at the factory.

C. C. Synder, Eastern sales manager of the Roseville Pottery Company and who has been in and around New York for a number of weeks, left for his home in Zanesville, Ohio, on Friday and will remain there until after the first of the year resting and putting in finishing touches to the new line for 1935. He does not expect to be back in New York before February, but will, of course, take the road again early in January.

Newland, Schneeloch & Piek, who for the past year have had the representation for this territory of the bowl sets and cookingware lines manufactured by the Pfaltzgraff Pottery Company, have made arrangements to take on the entire representation of the factory for 1935, including the art line.

At a recent meeting of the board of management of the Pottery, Glass and Brass Salesmen's Association, Thomas B. Haire was elected to membership in the association.

M. Guberman, formerly assistant in the housewares department of Lit Brothers, Philadelphia, is taking over the buying of housewares for the Goerke Company, of Newark, N. J., the first of the year.

M. S. Benford, the manufacturers' agent, and Edward G. Nock, local representative of A. H. Heisey & Co., left together on

Tuesday to spend the Christmas holidays visiting their respective relations in the South.

Charles L. Wise, sales representative of Edward W. Hammond, the manufacturers' agent, is sailing for a cruise in Southern waters on Saturday of this week accompanied by Mrs. Wise. They expect to be away about two weeks.

Gilbert L. Pitcairn, president of the Wm. S. Pitcairn Corporation, arrived home last Friday on the *Bremen* after a brief visit to the English potteries represented in this country by his concern. Stormy weather delayed the giant vessel a whole day, but Mr. Pitcairn was feeling in excellent health on his return.

Clarence A. Borchert, president and general manager of the C. A. Borchert Glass Company, of Weston, W. Va., spent Tuesday and Wednesday of this week in the city conferring with local representative Edward W. Hammond. This was Mr. Borchert's first visit here in several months. He came on to take up with Mr. Hammond certain details before putting the finishing touches on his new line, which he will exhibit at the Glass and Pottery Show in Pittsburgh in January.

Roy Braisted, of David & Braisted, Minneapolis, Minn., returned home Tuesday, after spending a fortnight in the local market.

George Helbig, of the buying staff of Butler Bros. and who for many years was attached to the New York unit but who recently has been located at Chicago headquarters, has been in the city for a few days on business for the concern. This was Mr. Helbig's first visit here in quite a while.

Geo. Borgfeldt Corporation Makes Important Additions to Staff

No better proof can be furnished of the growth of the Geo. Borgfeldt Corporation business during the past year than the fact that the concern has recently recalled three men, formerly and for many years with the organization, and made another new and important addition to the sales staff. As announced in *THE SALESMAN* a fortnight ago, William Suhr, formerly manager of the art department, has rejoined the organization to look after the art and gift end, and Louis Bossard, who at one time was European buyer of dolls, is now back in the organization connected with the import toy department. Still another old-timer back in the fold is C. Fred Baumgartner, long connected with the chinaware department, and who traveled particularly through the mid-West. Mr. Baumgartner will devote his attention primarily to the scheme and other big trades.

Radeliffe A. Keel has just joined the organization to cover the Southern territory, handling both glass and china lines. For the past ten years Mr. Keel has been covering the Southern trade for the Westmoreland Glass Company, but also has made contacts in various other sections of the country. He had previously been with Ebeling & Reuss and other important houses, and is quite familiar with china as well as glassware.

Hearty Greetings and Good
Wishes for a Merry Christmas
and a Happy New Year . . .

THE HOCKING GLASS CO.
THE LANCASTER GLASS CO.
THE STANDARD GLASS MFG. CO.
LANCASTER, OHIO

NEW YORK SHOWROOMS:
129 FIFTH AVENUE

CHICAGO SHOWROOMS:
1571 MERCHANDISE MART



Holiday sales business with the glass factories exceeded all expectations, according to reports from many manufacturers, and the end will not be until the latter part of this week. Stock in the hands of retailers is apparently very low, particularly of items much needed, as has been indicated by the telegraph and telephone calls the manufacturers have received. Taken on the whole, outside of the liquor end, the glassware business is better than that of a year ago.

Ira M. Clarke, general manager of the New Martinsville Glass Manufacturing Company, New Martinsville, W. Va., spent the early part of the week in New York conferring with some of his sources of distribution in that city. Mr. Clarke has been very busy at the factory lately and only remained away a few days.

Louis A. Fritz, special sales representative of the Hocking Glass Company, has returned to headquarters in Lancaster, Ohio, after an eastern trip.

The MacBeth-Evans Glass Company has voted an extra dividend of 50 cents on the \$50 par value shares, as well as the regular quarterly of 62½ cents, both payable December 21 to holders of record December 17.

A. B. C. Dohrmann on the Golden Jubilee in His Business Career

A. B. C. Dohrman, head of the Dohrman Commercial Company enterprises on the Pacific Coast and one of the best-known business and civic leaders of San Francisco, was honored by a testimonial dinner given to him and two of his associates last week by the employees of the concern in the Italian Ballroom of the St. Francis Hotel. The occasion of the dinner was the celebration of Mr. Dohrmann's Fiftieth Anniversary of connection with this 84-year-old enterprise. Those honored with him were August Vogel, who entered the employ of the concern the same year as did Mr. Dohrmann and Major Charles Speck, a veteran of fifty-seven years' service, and who was specially honored by his own golden jubilee. Others who have been connected with the concern for 35 years or more and who were present at the dinner included: M. Harris, 1886; A. Handlos, 1890; Mr. and Mrs. W. K. Dolan, 1891; Mr. and Mrs. M. P. Meyer, 1893; Mr. and Mrs. A. Barthold, 1895; Mr. and Mrs. H. Hewelcke, 1896; Mr. and Mrs. L. J. Rissman, 1897; Mr. and Mrs. W. Yost, 1897;

Mr. and Mrs. G. E. Minigan, 1898, and Mr. and Mrs. W. D. Byram, 1899.

Fred Dohrmann, Jr., himself a veteran of forty-six years' service and brother of "Bernard," as the head of the concern is affectionately known, acted as toastmaster and master of ceremonies. The dinner was followed by speeches of congratulations and responses, while all three guests of honor were presented with testimonials.

Cashman Now Buyer for Gimbel's Milwaukee Store

E. J. Cashman, recently with the Blaas Company, of Little Rock, Ark., has been appointed buyer for Gimbel Brothers' Milwaukee store to succeed Al J. Papke, who resigned recently. Up to a year ago Mr. Cashman was with the housefurnishings department of Philip Gross Company.

More Optimism in St. Louis

Increased optimism is sharply discernible in the past week in the Eighth Federal Reserve District. Holiday sales in St. Louis and vicinity have been heavy and exceeded last year. Department stores report good turnovers and a demand for higher-priced goods. Most of them are running about 11 per cent ahead of last year.

Wholesale houses are having a steady flow of fill-in orders from rural stores which have been sold out by the farm buying. The agricultural situation is the bright spot, all things considered. Farmers are receiving good prices for their products, much of their distress has been relieved, and the crop outlook is said to be eminently satisfactory.

Heavy industries are receiving good orders, and light plants are speeding up operations; not a few have added materially to their payrolls.

While credit expansion continues to lag, it is believed that banks will be able to do more in this line with the turn of the year. Clearings are not as far ahead of last year as in former weeks, but checks drawn on individual accounts are much larger.

Contemporary Industrial Art Exhibit at Metropolitan Museum (Concluded from page 52)

the Pennsylvania Railroad as well as some dinnerware. The Pennsylvania Railroad ware is shown on a yellow glaze, the design being an essentially modernistic conception of a locomotive.

As usual, Lenox China is represented by some very sound creations designed by Frank H. Holmes.

In the glassware end the Steuben Division of the Corning Glass Works, as usual, makes a particularly fine showing and includes some very advanced numbers done by John H. Gates, Sidney Waugh and other members of the staff. Reference has already been made to the glassware showings of other exhibitors, which include both conventional and extremely modern types.

The Man Who Saw (Concluded from page 56)

as some particularly interesting styles from Zeh. Sherzer & Co.

It is interesting to find in the array a line of Schumann china, this including both dinner and fancy lines. The Schumann factory has long been famous for many of its productions, particularly for its Dresden effects, which are given a good representation here. In its entirety the dinnerware array includes many essentially modern types, as well as motifs calculated to make for a general appeal.

But continental dinnerware does not constitute the entire showing in the china department. There are some interesting lines of specialties, figures and novelties, together with cereal sets, refrigerator sets and other articles of this type. Then, there are some very interesting and popular-priced specialties from Japan.

The array of English wares includes examples of the manufacture of such well-known factories as John Steventon & Sons, Ltd., T. Hughes & Son, Ltd., and Keeling & Co., Ltd., in both underglaze and overglaze semi-porcelain dinnerware. There is an excellent array of rock and jet teapots, as well as some English bone china from the Radford works. In hotel ware may be seen striking examples of the products of Dunn, Bennett & Co., Ltd. So much for the ceramic end.

And now a word with regard to imported glassware. As in china and earthenware, the concern has built up its imported glassware to an extent not known in years. Here is to be found a truly amazing array of ware. Exquisite examples of the work of the Ludwig Moser & Son, Ltd., factory at Carlsbad, one of the best known manufacturers of fine glassware in the world, as well as stemware, vases, tableware and unusual glass treatments of the Wilhelm Kralek Sohn factory in Eleonorenhain, may be seen here. Both of these factories' lines, incidentally, are sold exclusively in this country by this concern. There are many more lines that add length as well as variety to this most interesting display.

In addition, the domestic lines of pottery and glass have in no way been neglected; in fact, have been added to—the Southern Potteries Company's underglaze lines, to mention but one of the many outstanding in this field. The domestic glass lines also contain many new and exclusive offerings, but lack of space prevents reference to them here.

The New
"ROSE POINT" SHAPE

A Grand White Body



The "STERLING" SHAPE

A Constant Seller!



The "SHEFFIELD" SHAPE

In Many Designs



Dinnerware, Breakfast and Luncheon Sets

for

Department Stores, Jobbers, China and Glass Stores



UNUSUAL DINNERWARE DESIGNS AND STRIKING
DECORATIVE EFFECTS ON FINE, HIGH-FIRED
DINNERWARE



THE POPE-GOSSER CHINA CO.

"The Pottery Where Quality Counts"

COSHOCTON, OHIO

New York
PHILLIPS AND SAMMIS
1107 Broadway

Chicago
IRA A. JONES CO.
1545 Merchandise Mart



The Homer Laughlin China Company, at Newell, W. Va., resumed operations last week in its No. 5 plant, idle for more than five years. This is the last unit of the Laughlin company's holdings to be operated. Tunnel kiln and other improvements, estimated to have cost upward of \$300,000, were made during the summer and fall to the factory, which had been partially dismantled during the long period of idleness. The plant is equipped with two tunnel kilns constructed by the Allied Engineering Company, of Columbus, and a tunnel decorating kiln which was erected long before the plant ceased operations. The two new kilns, which will be used for the firing of bisque and glaze ware, are 291 feet long and have an effective cross section 54 inches wide and 60 inches high. They are fitted with air-locked doors to avoid disturbances ordinarily caused during charging and discharging operations. The car tops are built up from interlocking blocks of about half the usual thickness. In addition to the tunnel kilns, automatic conveyors for the placing of ware and other labor-saving machinery and equipment have been installed throughout the plant, which will employ about 400 persons when operating in full. Workers who have been employed on other of the Laughlin units will be drawn largely to operate the new factory, according to company officials, although some additional employees will be given jobs. The plant will be in full operation before the end of the year, departments resuming as the ware progresses. The payroll of the Laughlin company at the present time has reached its highest peak since before the beginning of the depression in 1929, about 3,000 persons being employed now. The Nos. 4 and 8 plants are engaged in the production of a general line of tableware, while the Nos. 6 and 7 are being used solely for the manufacture of "Ovenserve," the company's popular cooking ware. The No. 5 works will be utilized in the manufacture of a line of underglaze products, it is understood.

Two dipping machines, enabling increased production, have been placed in use by the Taylor, Smith & Taylor Pottery at their plant in Chester, W. Va. The new equipment, together with factory additions and alterations required in the change-over, represented an expenditure of about \$25,000, according to W. L. Smith, president of the company. The new machines are of the latest design and can be operated with con-

siderably less man-power. The company is employing about 1,300 persons at the present time and operating to about 75 per cent of capacity, according to Mr. Smith. Prospects for continued steady operation after the first of the year are encouraging, he said.

Russell Young Dies in California Home

Russell T. Young, son of the founder of the Roseville Pottery Company, now at Zanesville, Ohio, and himself head of the concern for a number of years, died at his California home on Friday evening of last week after a protracted illness. For some time his family and friends had known that death was imminent, and its coming was only a release from suffering. Mr. Young, who was in his early forties, had been in excellent health up to two years ago, when he began to break and went to California hoping the change would benefit him, but he slowly grew worse until the end came, despite all that could be done for him.

Russell Young was a son of the late George F. Young and Anna Young, the latter now head of the Roseville Pottery Company. After his school days he entered Kenyon College at Gambier, Ohio, and on graduation was taken into the business by his father. So capable did he prove himself that when the elder Mr. Young died in 1920 he was able to take full charge and conducted the business successfully until about four years ago, when he withdrew by reason of differences of opinion with his mother over the matter of policy.

Mr. Young was a man of distinctly two personalities. In business he was all business; his social side was entirely different. An amusing incident is told of him regarding his business acumen. The Zanesville Country Club had for a number of years been in debt. The indebtedness was an accepted fact, and that it lost money each year was also accepted as one of the things to be looked for. Then Mr. Young was induced to assume the presidency. He immediately introduced some radical reforms and checked up on the easy-going members who let their dues lag. It is even said he ordered one of his best friends off the golf links one day because the latter had forgotten to send in a check for his dues. The check, incidentally, was forthcoming the next day. Within six months after he had taken hold of the manage-

ment the club was completely out of debt and established on a non-losing basis. The incident, unimportant in itself, is merely typical of many similar activities on Mr. Young's part. His death at such a comparatively early age will be regretted by all who knew him.

Interesting Exhibit of Ceramics Sponsored by British Empire Chamber of Commerce

A very interesting exhibit of all kinds of merchandise produced within the confines of the British Empire has recently been inaugurated under the auspices of the British Chamber of Commerce of the United States in the British Empire Building, 620 Fifth Avenue, New York. The exhibit includes everything from fabrics produced in England to manufactures of brass, as well as fabrics made in India, and naturally includes a number of exhibits of English ceramics and glassware.

A particularly interesting display is made by the famous old concern of Josiah Wedgwood & Sons, and includes a comprehensive array of the concern's products in bone china, queensware, stoneware, basalt and jasper. From the standpoint of historic interest is a replica of the famous Portland vase, together with samples of the dinner service made for the White House and delivered during the Theodore Roosevelt and Taft administrations.

Features of the Cauldon China exhibit include some extra pieces of the 2,000-piece service made for the King of Siam, a replica of the miniature service recently made for the doll house sponsored by Queen Mary and examples of the porcelain painting of Donald Birbeck of the third generation of famous decorators and who personally specializes in piscatorial and ornithological subjects.

The exhibit of Crown Derby features, in particular, a magnificent service made for King George III.

In addition to these, various other English ceramic and glass wares are shown by David Collamore & Co. The exhibit is open every day to the public, free of charge.

Nelson McCoy Pottery Company Enjoys Best Year in Its History

According to reliable information received from Roseville, Ohio, the Nelson McCoy Pottery Company has enjoyed the largest volume of sales during 1934 of any year since its organization. The concern is one of the few in the field that has worked all through the fifty-two weeks of the year. In recognition of the faithful and hard work of the employees, the concern is paying all a 3 per cent bonus of their entire 1934 wages as a Christmas present, which is equivalent to one week and three days' pay for every member of the staff.

The man who thinks he knows it all must expect to be passed by the man who wants to know it all.—Frank Farrington.

Wedgwood & Co., Ltd.

TUNSTALL, ENGLAND

ENGLISH EARTHENWARE OF CHARM AND DISTINCTION



Lines from this company are now available at factory prices which make for a minimum of cost.



Splendid square-shaped Dinnerware in a variety of decorations. Graceful footed cup—Beaded edge and shoulder line—Straw glaze on sturdy English Earthenware body.

There is also the new Trent shape—a round style, slightly scalloped, on which are to be had choice decal patterns and filled-in and enameled prints. Ask to see Willow in Blue or Pink.

The buyer will welcome the wide range of fancy items available in several patterns . . . Sandwich Trays, Honey Jars, Bon Bons, Olives, Breakfast Sets and many other items.

Moderately priced quality lines that show a good profit.

NEW CHELSEA PORCELAIN CO., Ltd.

LONGTON, ENGLAND

Makers of fine English Bone China Teaware. A wide range of Cups and Saucers, Bon Bons; Brooches, Covered Boxes and Table Centres in raised flower decorations. Teaware in reproductions of Old Rockingham and a host of other old factories' decorations.

EMERSON NICHOLS CHINA AGENCIES

Sole Representative for the United States and Canada

MERCHANDISE ON DISPLAY AT THE SHOWROOMS OF

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120 Fifth Avenue, New York, N. Y.

HIMMELSTERN BROS.

712-716 Mission Street, San Francisco, Calif.



Chicago Christmas Trade Best in Four Years

Wholesale and retail business in Chicago last week was the best for any similar period since 1930, according to trade observers of the Chicago Association of Commerce.

Department stores and specialty shops, crowded with holiday buyers, carried the retail figures far ahead of expectations. Purchases are said to be heavy in both low and high priced brackets. The rush has also given temporary employment to thousands of Chicagoans.

In wholesale circles, the greatest satisfaction is coming from unusually heavy demand for spring commodities. The interesting feature of the wholesale turnover is the fact that the area from Chicago west appears to be in much better buying mood than that stretching to the east. Mail orders for late Christmas stock replenishment were also unusually heavy last week.

Collections are keeping up to a satisfactory level.

In local manufacturing institutions employment appears steadily although slowly upward. Public utilities also reflect a greater confidence among all lines of consumers.

* * *

E. J. McCarthy, merchandise manager of housefurnishings for Montgomery Ward & Co., has taken over, in addition, the merchandising of the china and glass section, formerly supervised by C. C. Cash, who will continue to merchandise the toy department. Jean Uhri will continue as buyer of china and glass under Mr. McCarthy.

Turner & Saunders, who have represented Fisher, Bruce & Co., of Philadelphia, have given up their representation as of January 1. James P. Gordon will visit the Chicago market with the Fisher-Bruce dinnerware lines and Frank B. Carney with the fancy lines.

Arthur Renz Now with Steubenville Pottery

Arthur G. Renz, well known to the trade through his many years' connection with Herman C. Kupper, Inc., has associated himself with the Steubenville Pottery Company, of Steubenville, Ohio, to cover

the Eastern territory, with which he is so familiar. Mr. Renz will visit the trade in New England, New York State and Pennsylvania, including Philadelphia, together with Washington and Baltimore. Mr. Renz severed his connection with the Kupper organization in mid-summer to take over a beer agency, but the lure of his old love was too strong for him and he is glad to be back in the field again.

Price-Fixing Held Main Flaw in NIRA

In revising the NIRA, Congress should drop all price-fixing devices and concentrate on barring the exploitation of labor, according to Q. Forrest Walker, economist for R. H. Macy, in his address at the recent annual dinner of the American Association of Textile Chemists and Colorists. Mr. Walker maintained the code makers "have wandered far afield."

"The plans for a benign co-operation have brought us face to face with the dangers of a malign paternalism," he said. "We have eliminated much wholly desirable competition and the consuming public has been largely deprived of its protective influence by a widespread system of artificial and unsound price controls.

"Such devices seriously delay business recovery. Let us hope that the new legislation will be limited to the basic principle that competitive advantage shall not be based on exploitation of labor."

Mr. Walker remarked there never had been "any important disagreement with the broad basic principle that competition based on long hours, starvation wages and child labor has no place in an enlightened economy." But he saw "really serious dangers" in devices for direct and indirect price-fixing and control.

"We have set up an intricate web of price protection for our internal trade which is analogous to a series of internal tariffs," he continued. "These price-control systems obstruct the free flow of trade within the country and foster special privilege. Hence our price structure is slow to adjust itself to our national income."

G. C. Murphy shows sales for November of \$2,425,664, compared with \$1,976,458 for November last year, a gain of 22.7 per cent. In the first eleven months sales totaled \$23,484,630, against \$18,254,209 in the like months of 1933.

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Hocking - Lancaster - Standard GLASS COMPANIES

Glass Boulevard
Merchandise Mart

FOSTORIA GLASS COMPANY

Fine Table Glassware

ROOM 1567, MERCHANDISE MART

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H. J. Carroll

C. K. Price

W. J. Frazier

THE McANULTY CO.

Room 1469 Merchandise Mart

Housefurnishing Goods
Illuminating Glassware
Aluminum Ware

EARL W. NEWTON & ASSOCIATES

IMPERIAL GLASS CORPORATION
NAGOYA SEITOSHU
MARION GLASS MFG. CO.
MORGANTOWN GLASS WORKS
THE EARL W. NEWTON COMPANY

1463 Merchandise Mart

THE A. E. HULL POTTERY CO.

Kitchen Pottery

MORRISON HOTEL

J. E. Everett, Rep.

5240 Sheridan Road

THE EDWIN M. KNOWLES CHINA CO. East Liverpool, Ohio

Makers of SEMI-VITREOUS PORCELAIN

Represented in the Middle West by

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Telephone, Franklin 9600

and now—
THE NEW
Euclid
SHAPE

...featuring a casserole—
 potted for oven and
table service!

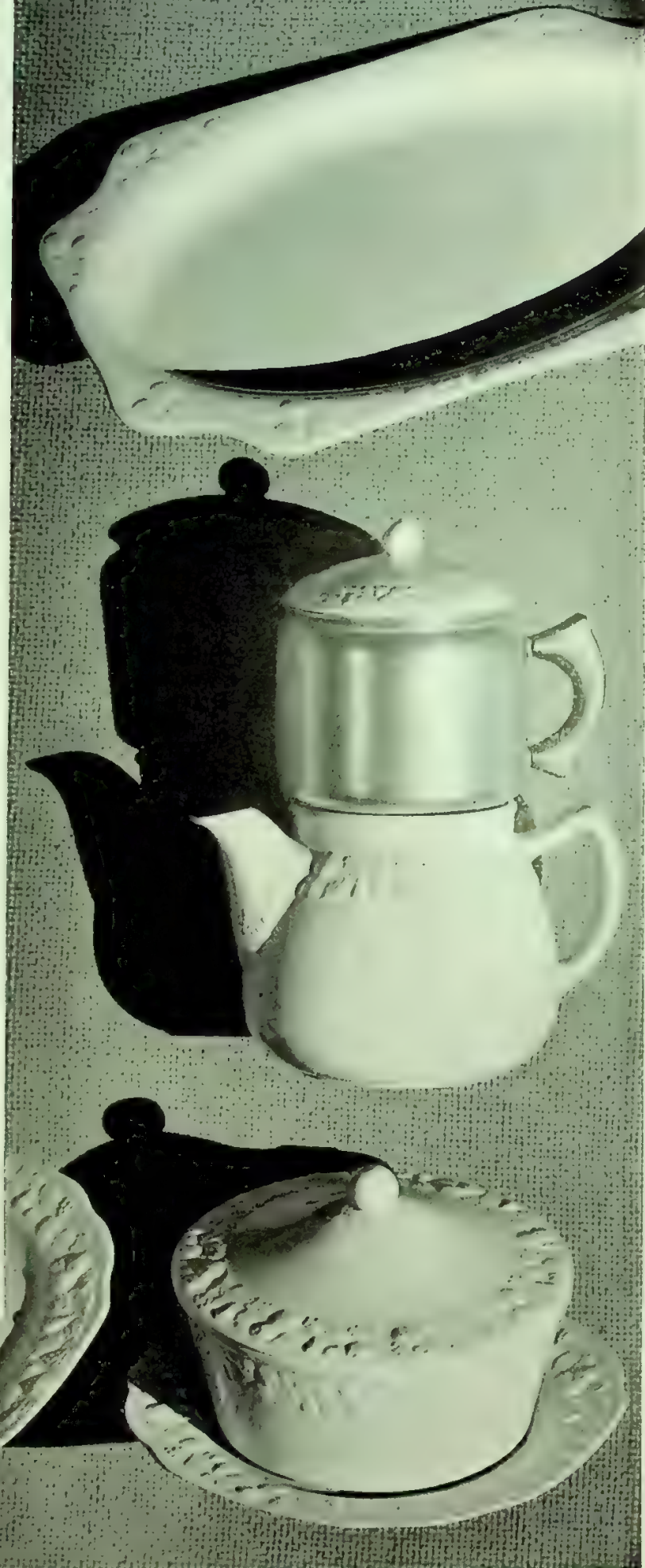
The NEW EUCLID offers a rich ivory body in an alluring embossment in an interesting fruit motive, sparkling with colorful hand and decal decorative treatments . . . in scores of tempting patterns.

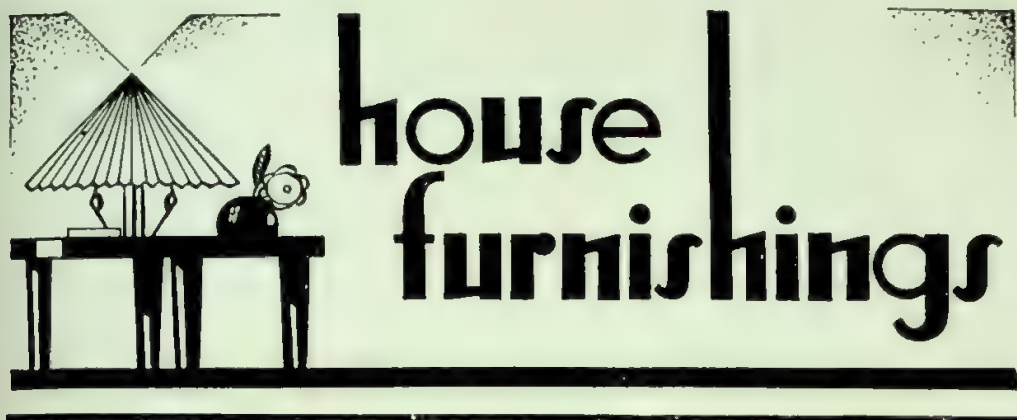
The matching casserole . . . as practical in the oven, as it is beautiful on the table . . . offers a touch of the ultimate in American dinnerware design, and is characteristic of inspired Crooksville craftsmanship, which has brought so many sales leaders into the stores.

The EUCLID SHAPE . . . in PANTRY BAK-IN Ware, endorsed, tested and approved by the Good Housekeeping Institute. The New Euclid will have its initial showing and take its place as a member of the Crooksville family of popular shapes—Arethusa, Charm and Dawn, in Suite 541-542-543, Fort Pitt Hotel, Pittsburgh, from January 7th to 15th.



THE CROOKSVILLE CHINA CO.
 Makers of Dinnerware
 CROOKSVILLE OHIO





Trade Ahead of Last Year

Business in Staples, Specialties and Fancy Lines of Housefurnishings Reached Higher Figures During 1934 Than During 1933, According to Estimates, with Prices at Higher Levels

THE year 1934 will not go down into history as a banner one in housefurnishings, but business unquestionably has been better during the present year than in 1933, this both from the standpoint of volume of sales and actual unit sales.

The year started very actively with an excellent business booked by manufacturers and other exhibitors at the annual housefurnishings show in Chicago—which, by the way, is growing in amazing fashion. Last year, as has already been noted, it occupied four entire floors at the Hotel Stevens; this coming January it will occupy six. The hope can only be expressed that the management will not permit it to become topheavy or unwieldy.

At the beginning of the year prices generally were at about the same level as during the latter part of 1933, the fall of which year, incidentally, showed a very considerable increase. Then, in February, there was another sharp advance all along the line in staple manufactures of metal, in woodenware, in brooms and in staple specialties. Later on, certain price readjustments were made when it became evident that it was necessary to make these or else abandon some lines entirely, as the higher rates would take them out of a given retailing class. Big users of popular-priced merchandise obviously cannot pay more than a certain figure for 10, 25 or 50 cent retailing items, as the case may be. So, in order to keep lines in these respective classes, a little skimping was done here and there to accomplish this result; but that was all. Since these sharp advances in the spring, there have been no worthy price changes, save in brooms, among the staples. These broom advances were brought about by the scarcity of broomcorn, the crop of which was almost a complete failure due to drought. For the first time in many years it became profitable to import broomcorn to a lim-

ited extent. Of course, prices in certain fancy lines were, for one reason or another, advanced. These advances were individual and, of course, for various reasons which it is not necessary to dilate on here.

It is interesting to note that, as is almost invariably the case, a rising market made for a very active one. After prices became stabilized, however, there was somewhat of a drop, which became most acute during the late spring. A fair business was done at the housefurnishings show in New York in mid-summer, and as the fall has progressed business has increased nicely, bringing about the result already noted—of a better business during this year than the one that preceded it. Now, as the year is coming to a close, stocks are very clean, both in the hands of manufacturers and retailers. Indeed, in some branches manufacturers have been all but cleaned out on lines which they did not expect to move so freely, and the outlook for 1935 is quite satisfactory. Before closing this general review of the situation it might be noted that manufacturers have shown more of a tendency to style their lines than ever before, and this has unquestionably helped sales, as will be indicated later on in this article.

Major Appliances

More and more is the tendency growing on the part of retailers of housefurnishings and managers of housefurnishings sections in department stores to stress major appliances. This, from their standpoint, is unquestionably a move in the right direction. There is good money in this branch of the business, as the individual sale almost invariably runs well into two and sometimes three figures. As a result of this tendency, manufacturers have shown a willingness to co-operate to an extent, in some cases, by abandoning their own retail outlets and also endeavor-

ing to favor the concerns of the type mentioned as in competition with public utility corporations. It is particularly interesting to note that some large department stores have gone to the extent of opening branch establishments in localities suburban to them, solely for the purpose of handling major appliances. And while the majority of these have been too recently installed to get an accurate line on any success they may achieve, it seems likely that they will prove worth while.

Prices on many major appliances, particularly of the newer type such as gas and electric refrigerators, have been reduced. This is not surprising. Several years of experience has obviously taught the manufacturers much which has made possible distinct economies in the cost of manufacture without any sacrifice to quality or style. Incidentally, the style feature has been more accentuated than ever before, and this has proven a distinct sales aid. The business in washing machines has also shown a nice increase; and while prices here have been materially reduced, the increase in unit sales has made for an actual increase in volume. No special comment is necessary with regards the business on vacuum cleaners and other articles that come into this category, beyond the fact that business here has continued quite satisfactory.

Whether the home bar might be classed as a major appliance or not is immaterial, but a word in connection therewith would not be out of place at this time. During the fall of 1933 the business in home bars reached its peak. It is not surprising that, like all other fads, it fell off almost as suddenly as it started. It was a nice little adjunct to the business, however, while it lasted.

Gadgets

Gadgets of all descriptions have been featured very strongly by many retailers during 1934 as they were, in fact, in 1933, but it is only natural that the crazier type of gadgets, used particularly in the service of liquid refreshments, have ceased to find a market, along with the home bars, but articles for which there is a legitimate use have found a good sale whether for use in connection with the use of liquors or not. Novelty, naturally, has been equally favored in this field. Indeed, one of the outstanding features of the summer housefurnishings show was a new liquor gadget that went over so big as to all but swamp the manufacturer. There is always a field for anything new of this nature that has a real utilitarian purpose.

Electric Utilities

The upward movement in electric utilities that developed during 1933 has been further accentuated during 1934. In this field, perhaps more than in any other, has there been a distinct tendency to style the wares, and particularly after the modern fashion, including the employment of the so-called stream lines. Manufacturers have found, incidentally, that they can get better prices for these novel types than

Step Right from the Lobby of the Fifth Avenue Building Into Our Showrooms



Yes, we are and have been for several months located on the ground floor of the Fifth Avenue Building, with a private entrance from the lobby for the convenience of our customers, as well as an outside entrance at 4 West Twenty-fourth Street.

Note this new address when you visit us to see our new lines for 1935, which are now ready. Among them are to be found many snappy items for promotional purposes.

Our wares will interest, in particular, buyers of the following departments:

Lamps . Housefurnishings . Pictures . Gifts . Mirrors
Novelty Furniture . Stationery . Art Needlework

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200 FIFTH AVENUE, NEW YORK

SEASON'S GREETINGS!

Our New Lines for 1935 Are Now Ready
For Spring Sales — Stock, Immediately

The NEUWIRTH IMPORTING COMPANY, INC.
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GLASSWARE, GIFTWARES

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for perfectly plain ones, and retailers also have met with the same experience in selling to their customers. Many women, it has been found, would pay practically double the price for an electric toaster, for instance, that is done in the height of the modern mode than for an equally serviceable and just as well made one of the old-fashioned type. And the same is true of other articles as well. Manufacturers are to be complimented on the strides they have made in this field of styling their wares. Their efforts have brought proper appreciation and the hope can only be expressed that they will not rest on their laurels but will redouble their efforts during 1935.

The Staple End

Even in the staple end has the year seen a marked tendency to styling. This is true more particularly in enameled and stamped ware and other manufactures of metal for strictly utilitarian purposes. Naturally one could not expect very much styling in most woodenware items. It would be difficult to conceive a stream-line step-ladder, but there has been a greater variety of colored broom and mop handles than ever before; while toilet paper in mauve, pale blue and other shades designed particularly to match the color of a bathroom have found much favor.

But to get back to the staple metal lines. In tinware, in particular, are gay, light colors being featured to a greater extent than ever, and some tendency has developed to style shapes here, though this is rather difficult. Odd shapes, obviously, are not practical. Colored enamelware, too, has continued in high favor.

It has been in the specialties end of this field, however, that the greatest opportunity has presented itself for styling. One of the most noteworthy instances is the previously humble and unsightly oil heater, which has now been transformed to look like a radio cabinet. A type, which in the plain, would sell for \$7, in the radio cabinet form has proven a much more active seller at \$12 and so on. One large manufacturer of oil heaters of this type was a bit worried the first of December about the stock he had piled up, yet by the 15th of the month this stock which he feared would not move before the season was completely over had been entirely sold out, and it has been necessary to reopen for the manufacture of further supplies a unit that had been closed down for the season. It might be mentioned in connection with these fancy heaters that it is not necessary to tuck them away during the months they are not required because of unsightliness; they can easily serve as a base for, perhaps, a flower box.

As regards prices in this end, the manufacturers now know just about where they stand in the matter of costs and consequently of labor costs, and prices for next year as a result will hinge more on the cost of raw materials than on any other single determining factor. And, as it is certain, prices of raw materials will not decrease and may advance, for any price movement during 1935 will be upward

rather than downward. Prices have now been fixed to January 15 on those staple lines, and it is likely that they will remain at the existing level for another month or so and perhaps throughout the year. This is especially so in connection with manufactures of metal. In other lines, made wholly or in part of farm or plantation products, prices, naturally, will depend on the 1935 crop of, particularly, broom corn and cotton.

National Enameling Makes Inspiring Window Display

It is hard to imagine anything that lends itself less to dressy window displays than pot, pans and tinware, yet it is marvelous to note what the National Enameling & Stamping Company is able to do in making window displays with this prosaic merchandise. In the concern's New York showrooms in the Fifth Avenue Building is a "display window," changed every few weeks. Just regular staple merchandise is shown in the Christmas window, but with the aid of a Christmas tree and other red and green trimmings a very brilliant display was evolved. Retailers would do well to note these suggestions

Support for Unemployment Reserves

There are unmistakable evidences that the attitude of the business community toward unemployment reserves, or "insurance," is undergoing a change. Whereas it was formerly regarded with aversion as a thinly disguised form of "dole" which tended to demoralize its recipients while heavily burdening industry, a growing number of people are reaching the conclusion that such a plan will be distinctly superior in the long run to a system of heavy Government relief outlays during a period of widespread unemployment.

The evolution of thinking on the subject was brought out in interesting fashion at the recent convention of the National Industrial Council held in this city. The National Association of Manufacturers, in drawing up a proposed platform for recovery to be adopted by the convention, stated:

Social measures, such as compulsory unemployment insurance or reserves, must be founded on principles which will not create further unemployment or make re-employment hazardous; or threaten industry with confiscatory taxes and burdens and thereby delay recovery; or increase relief and living costs; or aggravate the disparity between prices of agricultural and manufactured products; or cause office seekers to make a political football of such measures; or impair confidence in public finance.

This statement is purely negative, comments the *New York Journal of Commerce*. It does not oppose unemployment insurance, but merely states what such plans should not do.

The National Association of Automobile Manufacturers, however, was not satisfied with such a recommendation. Therefore,

this important group of industrialists submitted to the convention an alternative proposal which is an unequivocal recommendation. The automobile manufacturers wanted the convention to go on record with the statement that "industry favors a systematic plan of unemployment compensation to involuntarily unemployed persons who are able and willing to work, and is ready to give approval to the adoption of a plan based on sound principles."

The proposals of the automobile manufacturers, in fact, differ in only one significant respect from those reputedly favored by the President's Committee on Economic Security. The automobile men apparently favor a plan similar to that already enacted in Wisconsin. This law provides that total benefits paid to idle employees of any individual concern shall correspond to the contributions paid into the fund by that particular enterprise.

Ten Rules for Building the Business Anew

(Concluded from page 64)

cannot be a profitable investment. Convince him he must be a profit-maker.

8. Look for new and desirable sidelines that will gradually grow into features for the store.

How to do it: Note what similar retailers in other cities are featuring that are not featured in your trade in your city. Visit their stores and see what they do with such staple lines as cooking china, lamps for interior and exterior use, decorative lighting fixtures, bird cages, serving trays, table linen, paper luncheon sets, candles and many other items suitable as sidelines. Take a survey of your local field and note what lines are not being successfully sold or stocked. Take on such a line, if it fits in at all, and make it a real feature factor.

9. Subscribe for and read thoroughly the trade journals covering the lines and sidelines you handle.

How to do it: First of all, read your POTTERY, GLASS & BRASS SALESMAN regularly from cover to cover and see that you get other periodicals for your other lines, as well as business magazines creating business methods and systems. Any merchant who spends less than \$10 a year for business literature is going to pass up some fine opportunities he will not uncover in any other way. Such an investment will help him to become a leader in his field. It will help him to carry the best stock and to use the best selling methods.

10. Help in all general business stimulation plans for your city.

How to do it: Take an active part in chamber of commerce work and keep in touch with the secretary, passing on to him any ideas acquired as to plans used successfully in other cities. Talk with fellow business men about plans for bringing more business to town. Show a willingness to help in any public activity looking to the betterment of business or living conditions. Join a service club and attend every luncheon. Be a builder with the other community builders.

FINE ENGLISH WARE



In four fascinating color combinations—Blue, Green, Maroon and Black—with floral motifs in nature's hues.

From
MYOTT'S
STAFFORDSHIRE POTTERY

Service plates can be profitably re-tailed at \$12.00 per dozen.

Short lines carried in stock for immediate delivery.

●

JUSTIN THARAUD, Inc.
129-131 FIFTH AVE., NEW YORK, N. Y.

George Jones & Sons, Ltd.

Producers of the "Crescent" Bone China and fine earthenware which have earned the trade's well-merited approval

A. J. Wilkinson & Co., Ltd.

(Newport Pottery Company, Ltd.)

Originators of the Biarritz Modern Dinnerware, the most outstanding contribution in 1934 to new potting achievements

Join Us

in grateful appreciation of your past support and in wishing you all an active and prosperous

1935



Percy N. Leyland, Inc.

139 Fifth Avenue, New York



THE HOUSE OF MEITO DINNERWARE

Although we have been engaged in the manufacture of dinnerware for but a comparatively short time, many wise buyers throughout the country now realize what MEITO dinnerware means to them both in the matter of sales and prestige.

First of all, MEITO made a name for itself on its price appeal. But price is not all. Quality counts also in our calculations, and quality and style are outstanding features of the MEITO new products which comprise our 1935 line.

Though still popular in price, every one of our offerings is of quality character. Inspect the line and see for yourself.

Nagoya Seitoshu, Ltd.

200 FIFTH AVENUE
NEW YORK

FACTORY—NAGOYA, JAPAN

Chicago Representative

EARL W. NEWTON & ASSOCIATES
Merchandise Mart

EMPRESS • CHINA •



THE popular "EMPRESS CHINA," illustrated above, has proven to be one of the fastest-selling dinnerware patterns marketed. It is typical of the many unusual values for which our firm is noted. Visit our showrooms. Examine the large, diversified line exhibited there. Compare its "dollar for dollar value" with any other merchandise—and then you will understand why we're so proud of it!

Our representative will be pleased to greet you at the special exhibit being held for the trade at

PITTSBURGH

HOTEL WILLIAM PENN, ROOM 505

JANUARY 7th TO 15th

HARUTA & COMPANY

141 FIFTH AVENUE, NEW YORK, N. Y.

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Each building has a number—firms in such building have the corresponding number—which gives exact location of any firm at a glance.



IMPORTERS

36 ASSOCIATED CERAMICS, INC.
Schumann China—Glassware.
14 W. 23rd St.

49 EDWARD BOOTE 35-37 W. 23rd St.
Royal Cauldron and Coalport China and
E'ware, Royal Crown Derby China, Woods
Dinner and Hotel Ware, Gibson Teapots.

31 CONTINENTAL CERAMICS CORP.
Representing F. Thomas-Marktedwitz and
K. P. M., Waldenburg. 149 Fifth Ave.

57 COPELAND & THOMPSON, INC.
Copeland-Spode China and Earthenware and
White China Table Decorations.
206 Fifth Ave.; ASHland 4-2975

29 JOHN ARTHUR DAVISON
Adderleys, China & Earthenware; Stevens
& Williams, English Rock Crystal; Win-
kle's, Pheasant 7085.
160 Fifth Ave.; Phone WATkins 9-3826.

27 FISK, MARKS & ROSENFELD, Inc.
Successors to Lazarus & Rosenfeld, Inc.
Importers of China, Glass and Gift Wares.
147 Fifth Ave.

64 A. J. FONDEVILLE & CO.
Importers of China, Glass and Earthenware.
ROgardus 4-4449. 116 E. 27th St.

15 OTTO GOETZ, INC. 122 Fifth Ave.
German China Fancy Goods, Bohemian
Glassware, Beer Steins, Bisque Novelties

27 HARUTA & CO. 141 Fifth Ave.
Japanese Chinaware, Baskets, Novelties and
toys. Stock and import.

39 THEODORE HAVILAND & CO.
French China, Maddock's (English) Earth-
enware, Booth's Ltd. Dinnerware & Fancy
Ware, Le Grande Maison Quimper Ware.
26 W. 23rd St.

46 HEINRICH & WINTERLING
Dinnerware from Heinrich & Co., Selb. Fancy
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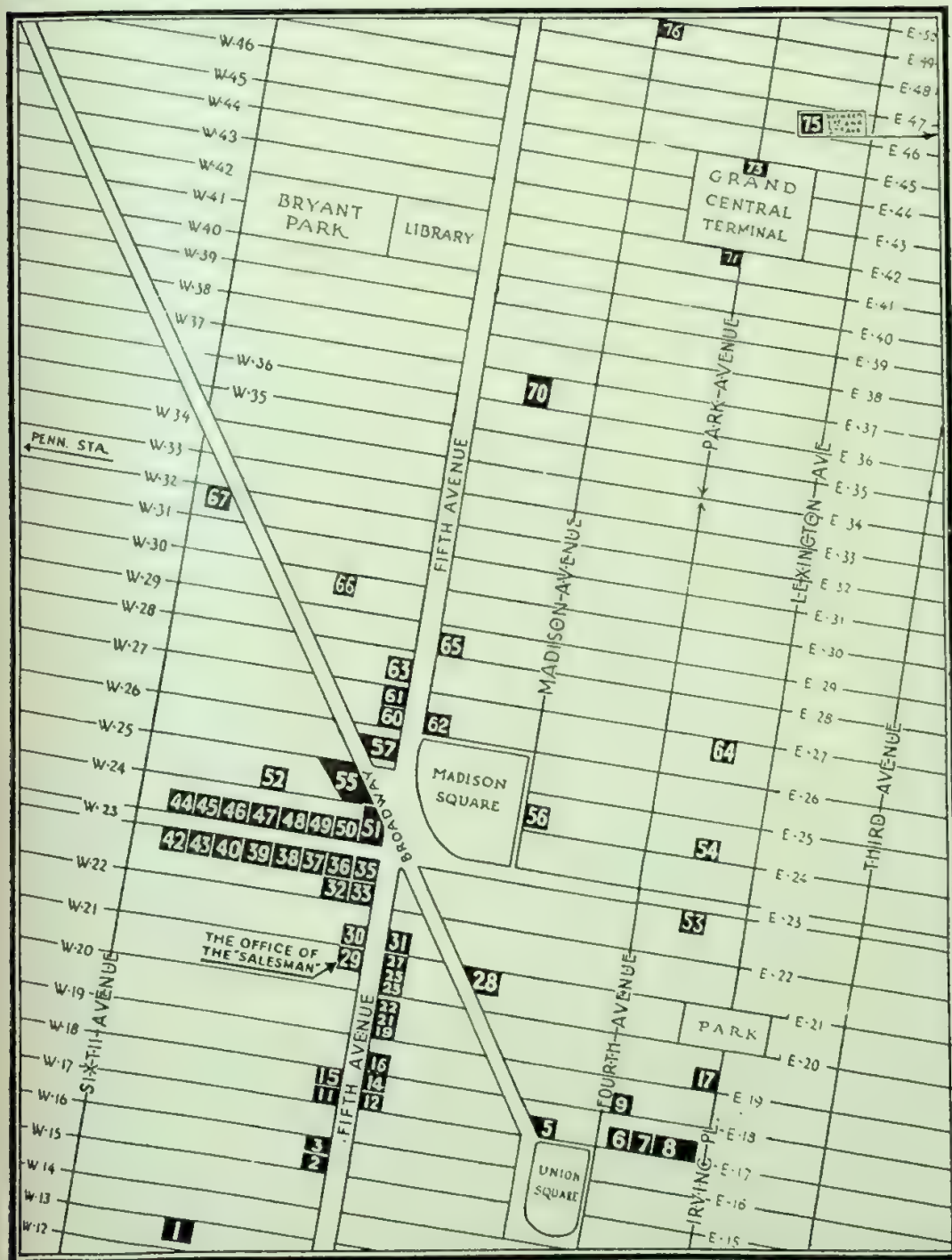
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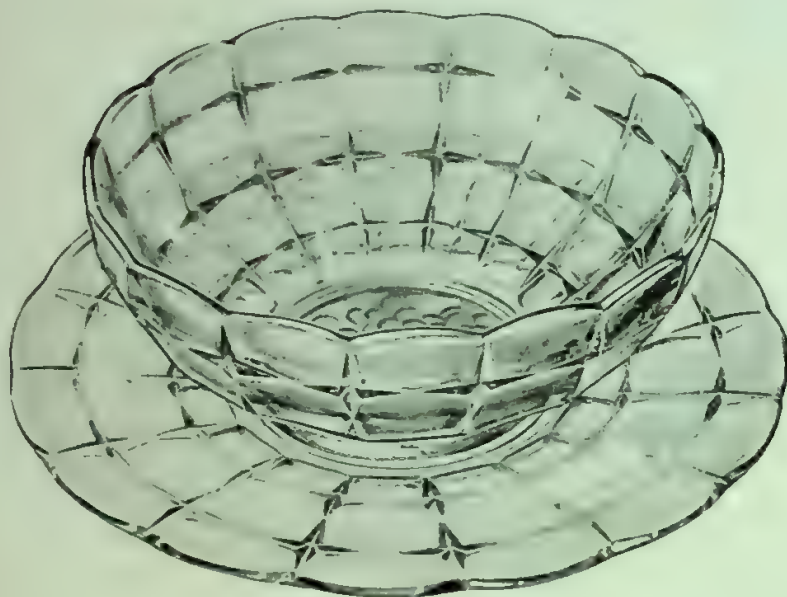
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index to advertisers

	PAGE		PAGE
Associated Glass & Pottery Manufacturers.....	8	Kindt & Co., George C.....	78
Bartlett-Collins Co.	2	Knowles China Co., Edwin M.....	57, 58
Boote, Edward	82	Koscherak Bros.	82
Borgfeldt Corp., Geo.....	19	Kupper, Inc., Herman C.....	82
Borchert, C. A.....	86	Langfelder, Homma & Hayward.....	18
Bryce Bros. Co.....	83	Laughlin China Co., Homer.....	9
Cambridge Glass Co.....	24	Leyland, Inc., Percy N.....	80, 82
Canonsburg Pottery Co.....	83	Maddock & Miller, Inc.....	22, 23, 82
Carstens, Linnekin & Wilson, Inc.....	87	McAnulty Co., The.....	75
Continental Ceramics Corp.....	82, 92	McCoy Pottery Co., Nelson.....	85
Copeland & Thomposn.....	36, 37, 82	Metropolitan Pottery Co.....	85
Crooksville China Co.....	76, 83	Mogi, Momonoi & Co.....	15, 82
Davison, John Arthur.....	82	Morimura Bros.	4, 5, 82
De Silva, Leon.....	88	Nagoya Seitoshu, Ltd.....	81
Drakenfeld & Co., B. F.....	87	Newland, Schneeloch & Piek.....	66
Dunbar Glass Corp.....	17	Neuwirth Importing Co.....	78
Ebeling & Reuss.....	6	New China Center, Uptown New York.....	82, 83
Fisher, Bruce & Co.....	45, 46	New Martinsville Glass Mfg. Co.....	68, 83
Fisk, Marks & Rosenfeld.....	83	Newton & Associates, Earl W.....	75
Fondeville & Co., A. J.....	82	Pitcairn Corp., Wm. S.....	13, 82
Fostoria Glass Co.....	83	Pope-Gosser China Co.....	72
George Pottery Co., W. S.....	62	Reusche & Co., L.....	89
Goetz, Inc., Otto.....	82	Rosenthal China Corp.....	82, 92
Gladding, McBean & Co.....	11	Rowland & Marsellus Co.....	82, 84
Gunthel, A. B.....	84	Stadler Photo Co.....	59
Haruta & Co.....	81, 82	Steubenville Pottery Co.....	25
Haviland & Co., Theodore.....	7, 82	Straub & Co., Paul A.....	10, 82
Heinrich & Winterling.....	16, 82	Taiyo Trading Co.....	82
Heisey & Co., A. H.....	83	Tharaud, Inc., Justin.....	80, 82
Hocking Glass Co.....	70	Venon, Inc., J. H.....	20, 82
Hocking Glass Sales Corp.....	70, 83	Warrin, Edmondson	83
Indiana Glass Co.....	86	Warwick China Co.....	14
Jay-Willfred Co.	87	Wedgwood & Co.....	74
Jeannette Glass Co.....	12	Wedgwood & Sons, Josiah.....	21, 82
		Weller Co., S. A.....	83, 86